# MOHAWK
## RUGS & CARPETS

1931

MOHAWK CARPET MILLS, INC. • AMSTERDAM, N. Y.

# Mohawk Rugs and Carpets

MOHAWK CARPET MILLS presents its catalogue for 1931 and wishes to call attention to the fact that its lines in every weave and grade of weave have been subjected to a radical re-styling and re-pricing. Every square yard of every Mohawk fabric has had to meet two rigid tests, embodied in the questions: "Is it correctly designed and colored to meet to-day's decorative needs?" and "Is it priced to suit buying conditions of these times?" As a result, these Mohawk lines are not only the most complete but the most definitely salable ever offered, as a study of the following pages will prove.

Besides being styled and priced so that the merchandise will move rapidly from your sales floors, the Mohawk Carpet Mills is now conducting a wide advertising campaign which is acquainting millions of American women with the merits of Mohawk merchandise. To stock this merchandise and to use the scores of sales helps that Mohawk offers, is to cash in on this advertising campaign.

## Quality

Not a square foot of all the hundreds of miles of Mohawk floor coverings leaves the mills until it has received a final thorough inspection—in addition to numerous inspections throughout the course of its weaving. However well designed or charmingly colored a rug may be, its real value lies in its construction. Mohawk stands behind every yard of its fabric on your sales floor.

## Style

From its luxurious, deep-piled special Chenilles, and its two series of American-Orientals—the **Royal** Caliph and the Viceroy—on down through its Wiltons, Axminsters, Velvets and Tapestries, Mohawk has styled its lines to appeal to the tastes and decorative requirements of the woman of 1931. Only woven floor coverings so styled have any chance on any sales floor to-day. Mohawk's range in every weave enables you to sell **completely** from the Mohawk line. It will pay you to concentrate.

## Price

Price will be a factor in retail volume and profits in 1931. Women will not buy cheap merchandise, but they will insist on getting full value for the money they spend. Your success this year will depend on your having a line of rugs and carpets priced to "key in" with the purchasing power of these times. You will find Mohawk fabrics priced right—in every weave and every grade.

## Mohawk Carpet Mills

Mills at
AMSTERDAM, NEW YORK

General Sales Offices
295 FIFTH AVENUE, NEW YORK

AVERY CLASSICS AT6805 M72 1930

# Mohawk Wholesale Distributors

### ALABAMA
**Birmingham**
Renard Lino. & Rug Co.
Acme Company
Goodall-Brown Dry Goods Co.

### ARKANSAS
**Little Rock**
Fones Brothers Hdwe. Co.
**Fort Smith**
Eads Brothers Furn. Co.

### CALIFORNIA
**Los Angeles**
D. N. & E. Walter & Co.
**San Francisco**
D. N. & E. Walter & Co.
Butler Brothers

### COLORADO
**Denver**
Renard Lino. & Rug Co.

### CONNECTICUT
**Hartford**
Empire Carpet Corporation

### FLORIDA
**Jacksonville**
Kelly Furniture Co.

### ILLINOIS
**Chicago**
Neidhoefer & Co.
Glabman Brothers
Butler Brothers

### INDIANA
**Evansville**
Small & Schelosky Co.
**Indianapolis**
E. K. Fisher Company, Inc.
**Richmond**
Adam H. Bartel Company

### IOWA
**Cedar Rapids**
Welch-Cook-Beals Co.
**Des Moines**
Schmitt & Henry Mfg. Co.
**Sioux City**
C. T. Hopper Furniture Co.

### KANSAS
**Wichita**
The Johnston and Larimer Dry Goods Co.

### KENTUCKY
**Lexington**
Ades-Lexington D. G. Co.
**Louisville**
Belknap Hdwe. & Mfg. Co., Inc.
Carter Dry Goods Co.

### LOUISIANA
**Monroe**
Monroe Furniture Co.
**New Orleans**
Renard Lino. & Rug Co.
New Orleans Chair Co.
**Shreveport**
Booth Furniture & Cpt. Co.

### MARYLAND
**Baltimore**
Empire Carpet Corporation
Butler Brothers

### MASSACHUSETTS
**Boston**
Empire Carpet Corporation
Prescott & Company

### MICHIGAN
**Detroit**
A. Krolik & Company
Edson Moore & Company
**Grand Rapids**
Paul Steketee & Sons
Yeakey-Scripps, Inc.

### MINNESOTA
**Duluth**
Marshall-Wells Company
**Minneapolis**
Wyman Partridge & Company
Butler Brothers

### MISSOURI
**Kansas City**
Negbaur & Sons
**St. Joseph**
Tootle-Campbell D. G. Co.
**St. Louis**
Renard Lino. & Rug Co.
Ely & Walker D. G. Co.
Butler Brothers

### MONTANA
**Billings**
Billings Hdwe. Co.
**Butte**
Shiner Furniture Co.

### NEBRASKA
**Lincoln**
Pieper Brothers
M. H. Tilton Company

### OMAHA
Beebe & Runyan Furn. Co.

### NEW JERSEY
**Jersey City**
Butler Brothers

### NEW YORK
**Buffalo**
Adam Meldrum & Anderson Co.
H. D. Taylor Company
**New York City**
Butler Brothers
Crockett & Buss, Inc.
Empire Carpet Corporation
Louis Gerber Inc.
Standard Rug & Linoleum Co.
Stitt & Howell Company
**Syracuse**
Columbia Distributors Inc.
**Utica**
John C. Hieber Company

### NORTH CAROLINA
**Asheville**
Sterchi Brothers, Inc.
**Charlotte**
Sterchi Bros. Inc.
**Lexington**
Peerless Mattress Company

### OHIO
**Cincinnati**
Alms & Doepke Company
**Cleveland**
Lott & Geckler
Godin Carpet Company
**Columbus**
Renard Lino. & Rug Co.

### OKLAHOMA
**Oklahoma City**
Sigmon Furniture Mfg. Co.

### OREGON
**Portland**
D. N. & E. Walter & Co.

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**Altoona**
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**Philadelphia**
George Fastman & Sons
A. Hyman & Company
Samuel Kramer & Co.
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### SOUTH CAROLINA
**Spartanburg**
Sterchi Bros., Inc.

### TENNESSEE
**Bristol**
Sterchi Bros., Inc.
**Chattanooga**
Sterchi Brothers, Inc.
**Knoxville**
Sterchi Brothers, Inc.
**Memphis**
Wm. R. Moore D. G. Co.
**Nashville**
Renard Linoleum & Rug Co.

### TEXAS
**Amarillo**
Sigmon Furniture Mfg. Co.
**Dallas**
Butler Brothers
Olive Myers Mfg. Co.
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**Ogden**
Boyle Furniture Co.
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### VIRGINIA
**Richmond**
Goldberg Brothers Company

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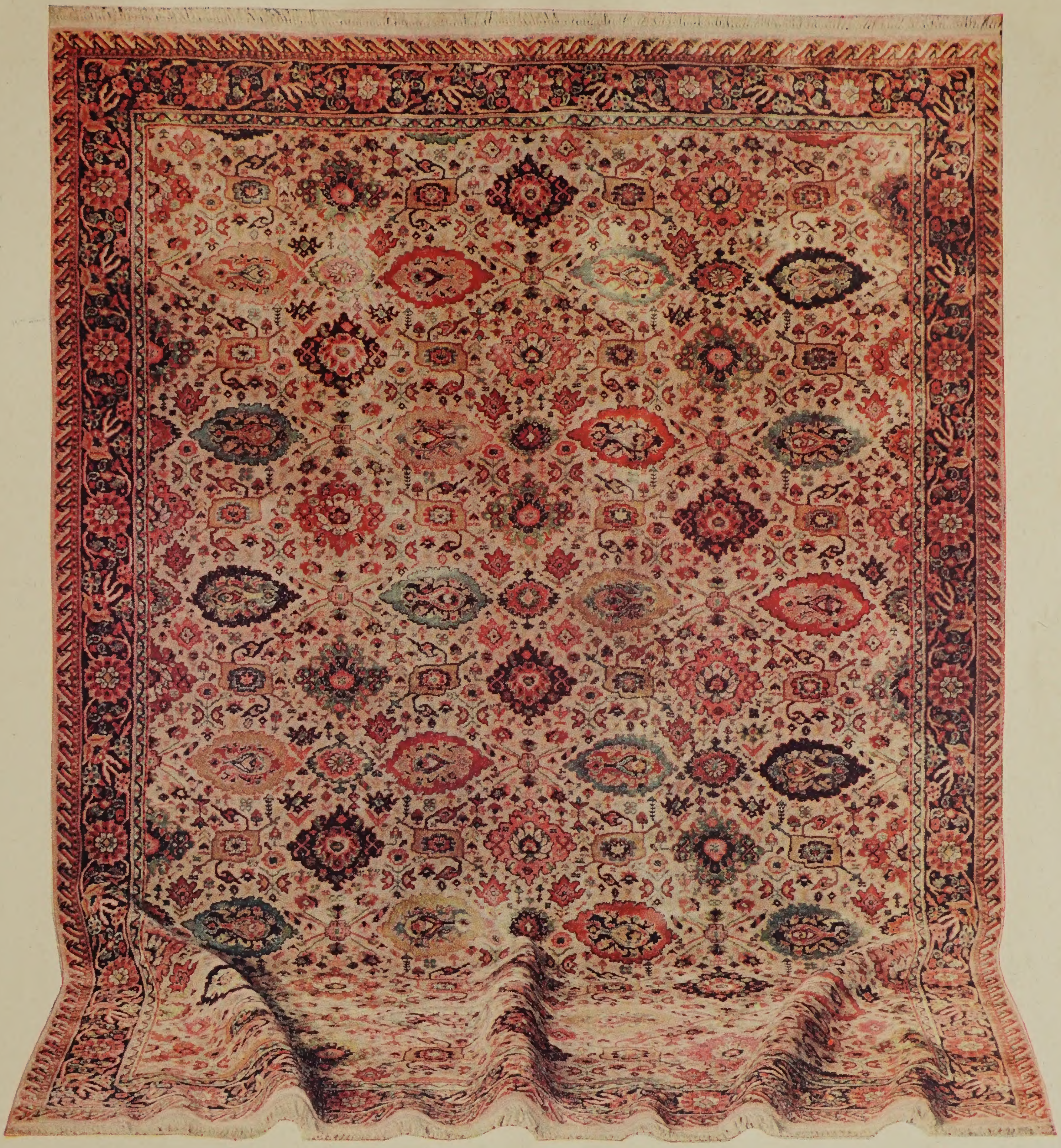
**Seattle**
D. N. & E. Walter & Co.
**Spokane**
D. N. & E. Walter & Co.

### WEST VIRGINIA
**Charleston**
Pugh Furniture Co.
**Huntington**
Watts, Ritter & Co.
**Parkersburg**
Brown-Kendall Company

### WISCONSIN
**Milwaukee**
Neidhoefer & Company

# Royal Caliph Seamless Rug

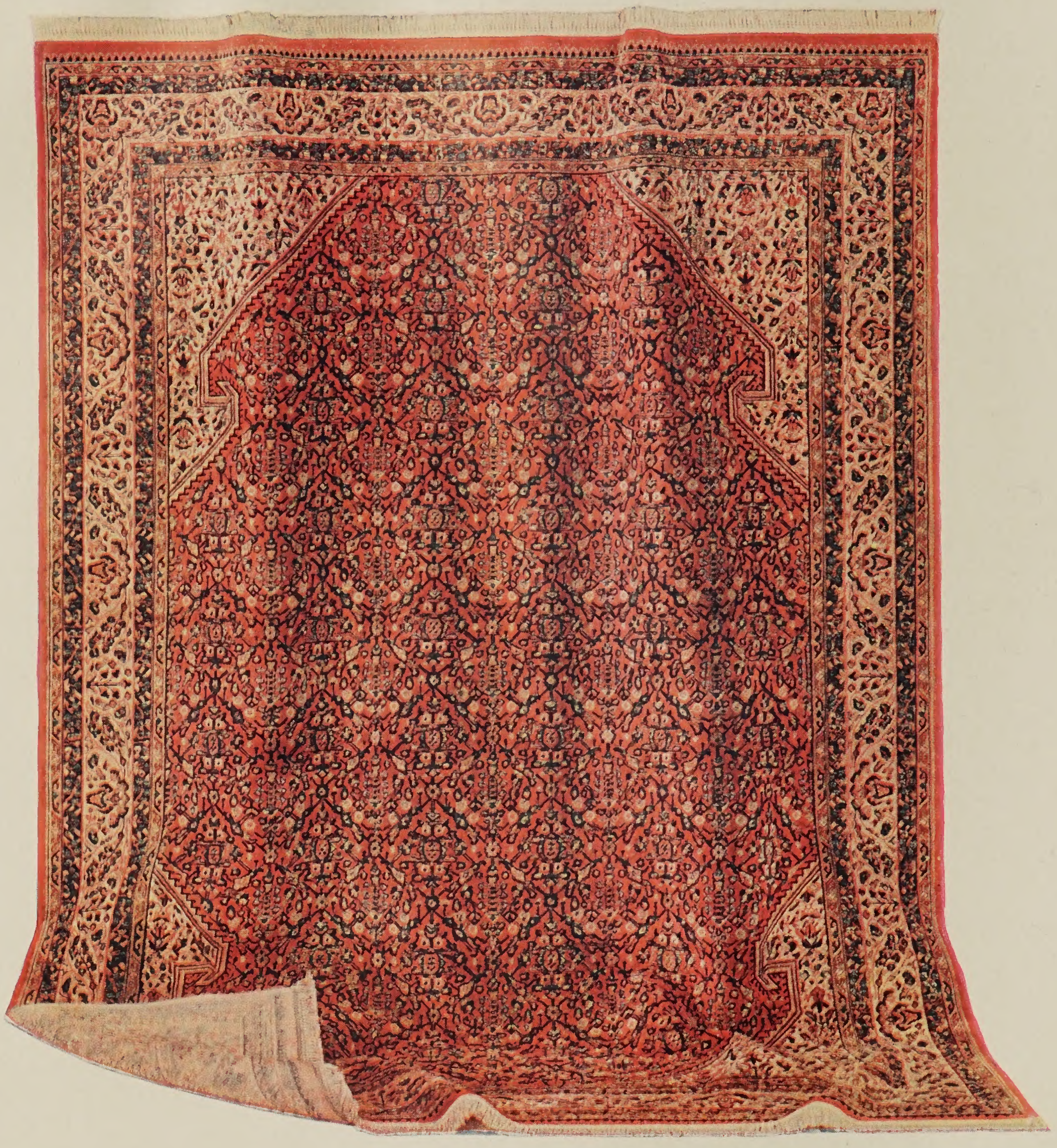


## PATTERN 60130/22

| | | | | | | |
|---|---|---|---|---|---|---|
| 27 x 54 | 36 x 63 | 6 x 9 | 9 x 12 | 9 x 15 | 11.3 x 12 | 11.3 x 18 |
| | 4.6 x 7.6 | 8.3 x 10.6 | | 9 x 18 | 11.3 x 15 | |

A SOUMAK (Mohawk **Royal** Caliph 130)—This rug is one of the treasured possessions of the South Kensington Museum in London. Connoisseurs acknowledge it to be one of the finest extant examples of Caucasian textile art. It is indeed a superb replica of an unusual eighteenth century creation. Inclosing a field of quite wonderful diversity of motif is a border developed of the well-known "Georgian," a motif named after the province of Georgia in Caucasia. This Mohawk recreation of an unique Soumak pattern is characterized by restrained elegance. There is no room of the present day the beauty of which would not be enhanced by this rug.

# Royal Caliph Seamless Rug

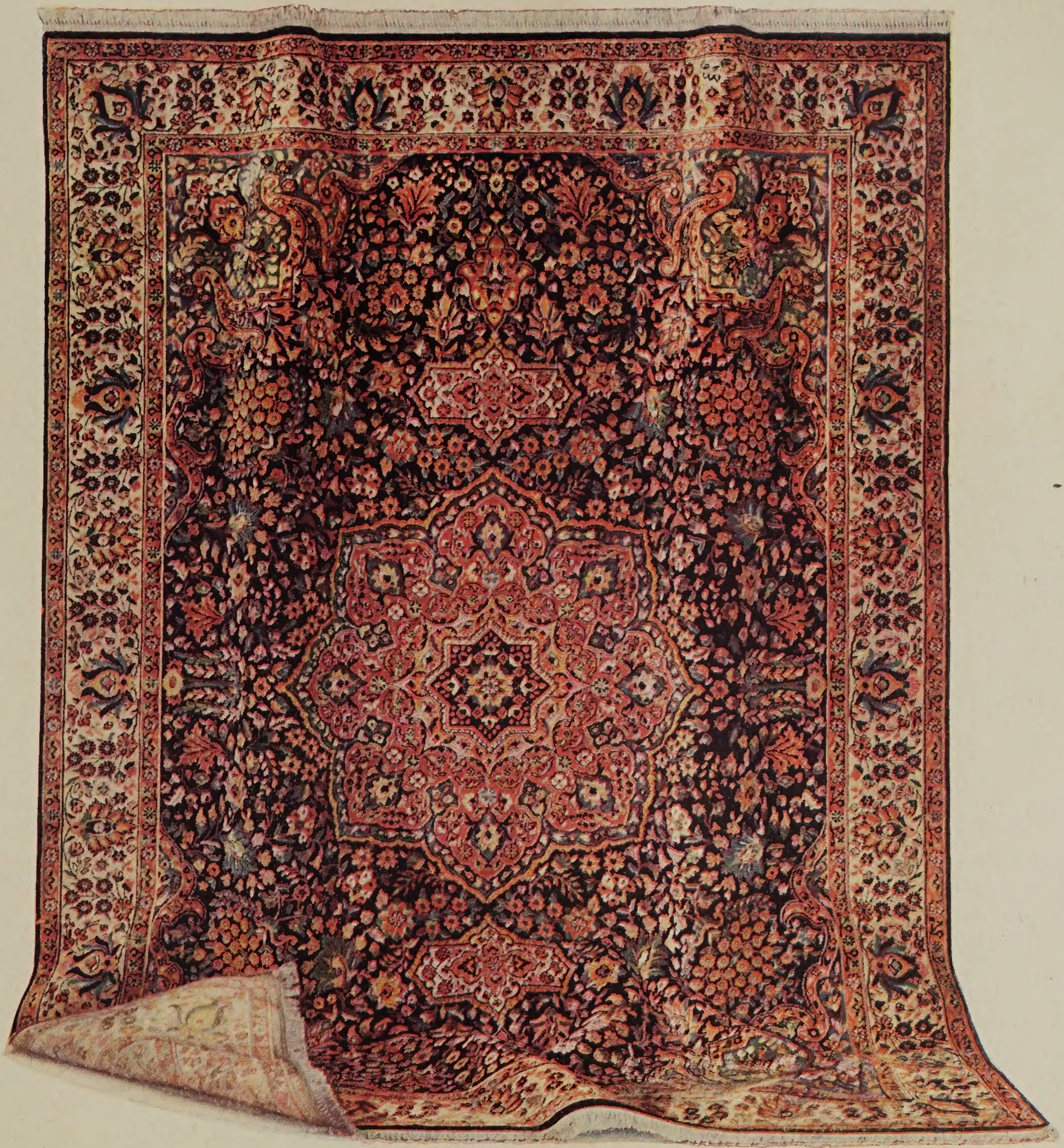


## PATTERN 60141/99

| | | | | | | |
|---|---|---|---|---|---|---|
| 27 x 54 | 36 x 63 | 4.6 x 7.6<br>6 x 9 | 8.3 x 10.6 | 9 x 12<br>9 x 15 | 11.3 x 12 | 11.3 x 15 |

A FERAGHAN (Mohawk Royal **Caliph** Pattern 60141/99)—This is a choice antique Feraghan rug faithfully recreated by Mohawk. Once again traditional design and motifs are employed, but employed in a manner possible only to the inspired craftsmen of old Persia. Its principal decoration is the Guli Hinnai or flower of henna. This decoration is handled in a manner so skilful that it is never obtrusive, but merges with the other motifs to create a tapestry-like effect. This **Royal** Caliph Pattern is truly a gem—alike of original conception and of Mohawk craftsmanship in adapting it to the home of today.

# Royal Caliph Seamless Rug

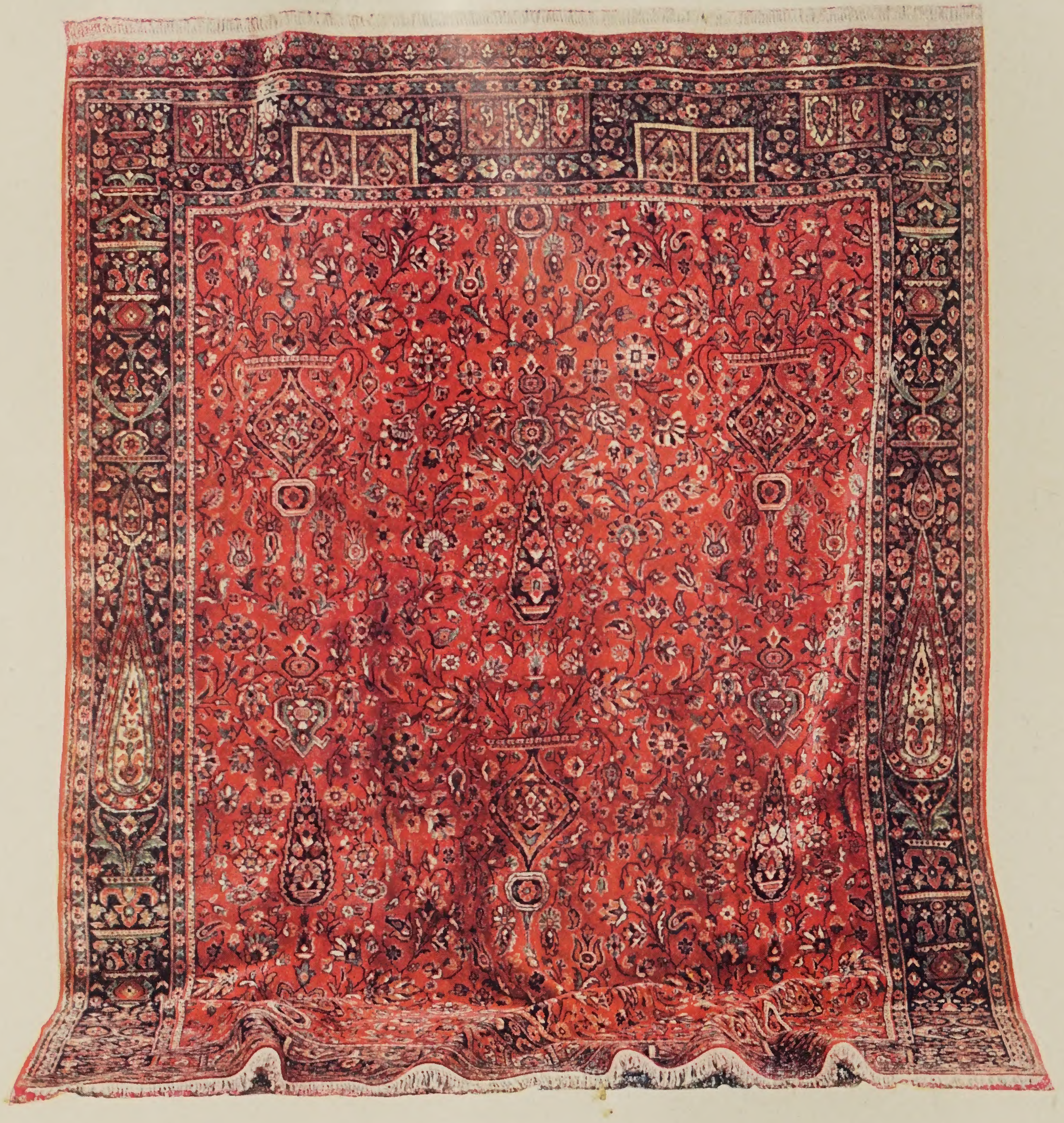


**PATTERN 60140/55**

| 27 x 54 | 8.3 x 10.6 | 9 x 12 |
|---|---|---|

A KERMANSHAH (Mohawk **Royal** Caliph Pattern 60140/55)—No richer specimen of Persian imagery exists than is embodied in this lustre rug by Mohawk. Its themes and motifs are the typical themes of Persian design, but the treatment is incomparably fine. Not the materials, but how these materials are handled, denotes a work of art. How true this is can be gathered from a close study of the spotting and balance of the elements in this gorgeous Mohawk recreation.

# Royal Caliph Seamless Rug

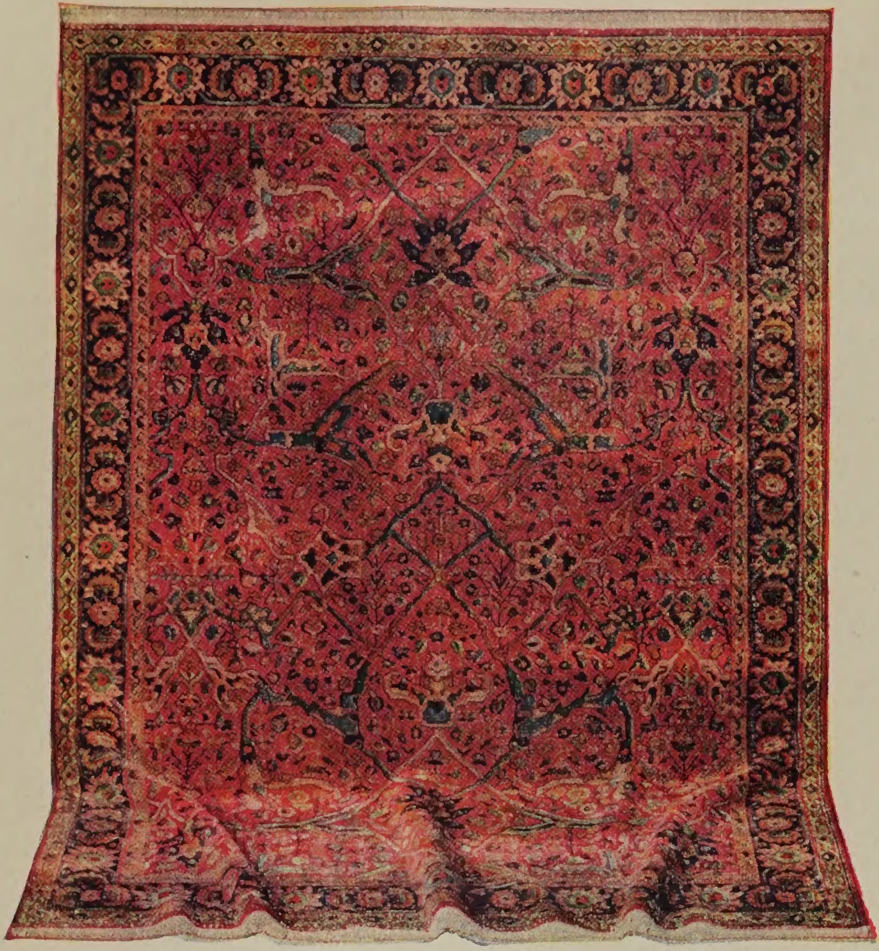


PATTERN 60136/99

27 x 54
36 x 63
4.6 x 7.6
6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
11.3 x 12
11.3 x 15
11.3 x 18

A KASHAN (Mohawk **Royal** Caliph Pattern 60136/99)—Mohawk craftsmanship has taken this typical product of Kashan, and recreated it in a **Royal** Caliph—design, colors and lustre, and with the pattern woven through the back. It is a faithful reproduction of a masterpiece of Persian art, dignified and restful in tone. The dominant motif is the cypress tree, an ancient Persian symbol of immortality. This rug makes an excellent foundation for Chippendale or other contemporary English styles of furnishing.

# Royal Caliph Seamless Rugs



**PATTERN 60117/99**

27 x 54
36 x 63
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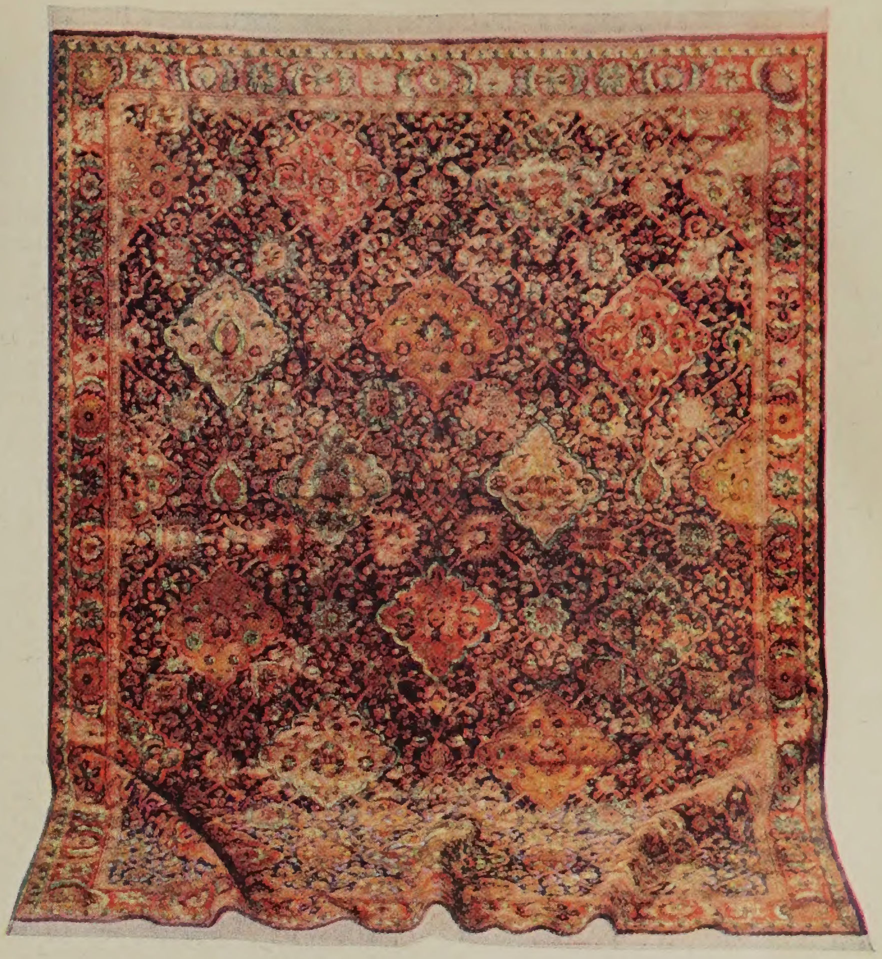
9 x 18
11.3 x 12
11.3 x 15
11.3 x 18



**PATTERN 60118/33**

27 x 54
36 x 63
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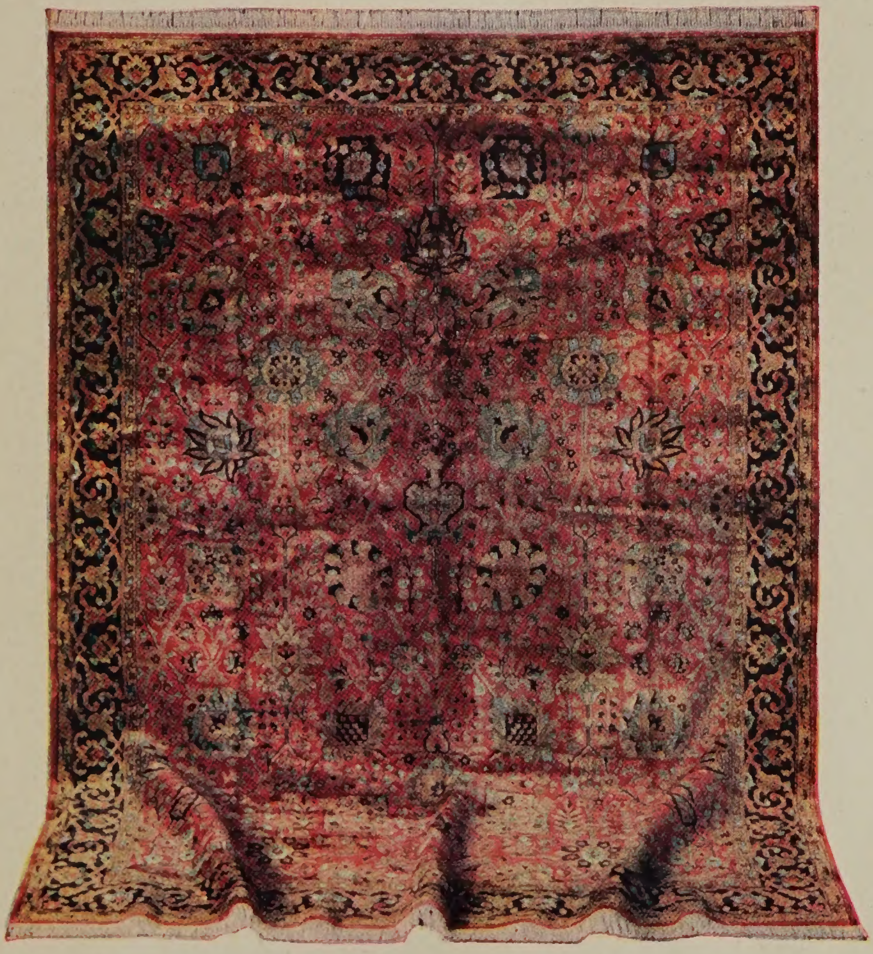
11.3 x 12
11.3 x 15
11.3 x 18



**PATTERN 60120/99**

27 x 54
36 x 63
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8.3 x 10.6
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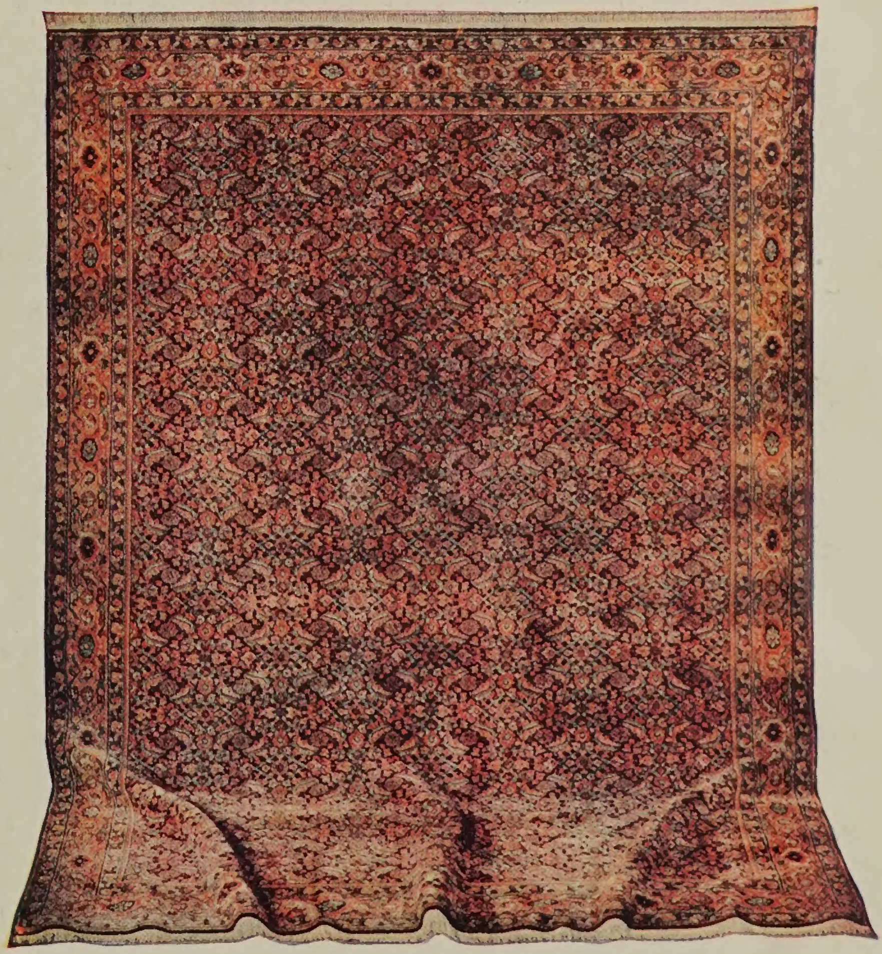
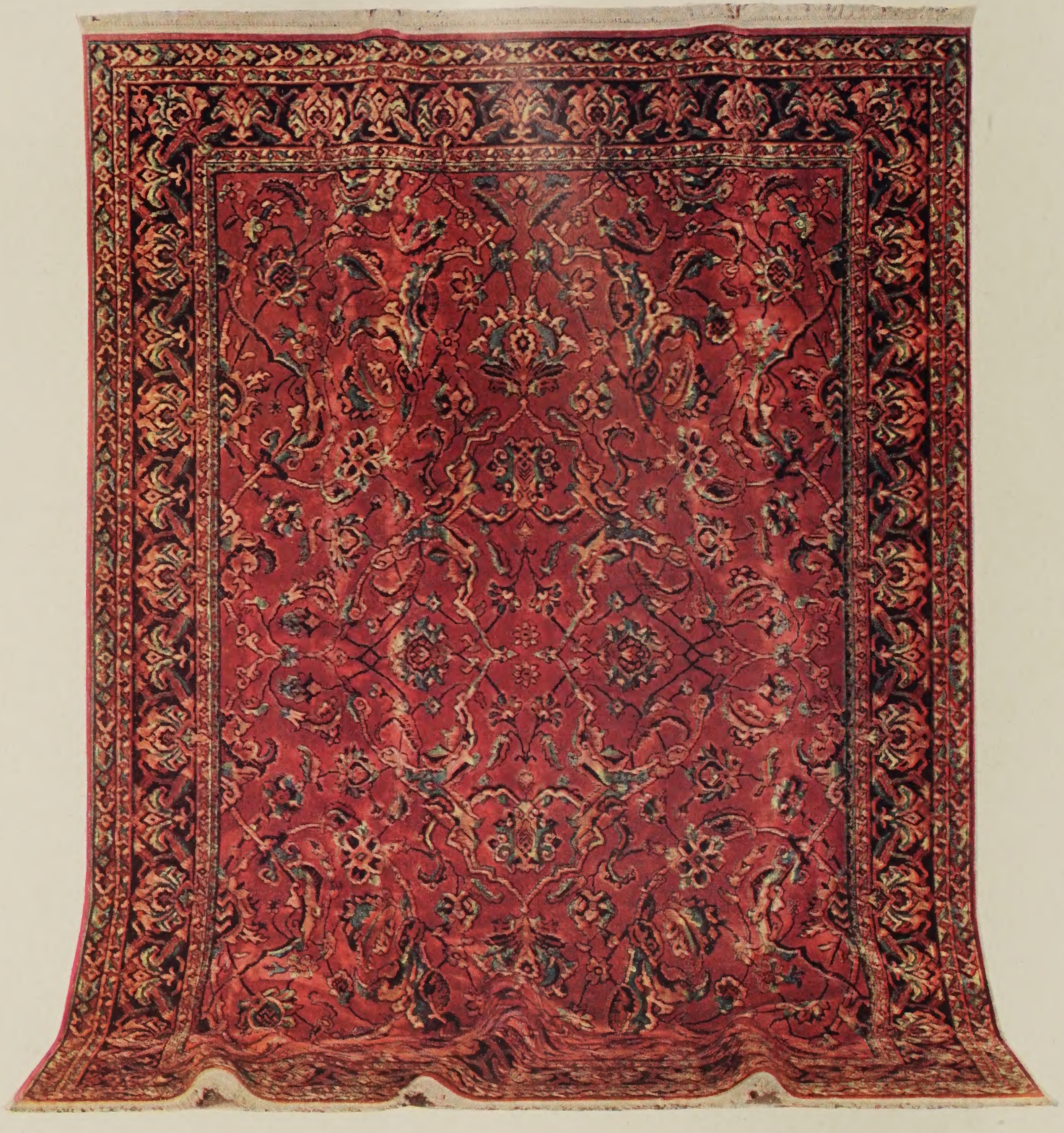
9 x 15
9 x 18
11.3 x 12
11.3 x 15
11.3 x 18



**PATTERN 60129/55**

27 x 54
36 x 63
4.6 x 7.6
6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
11.3 x 12
11.3 x 15
11.3 x 18

# Viceroy Seamless Rug

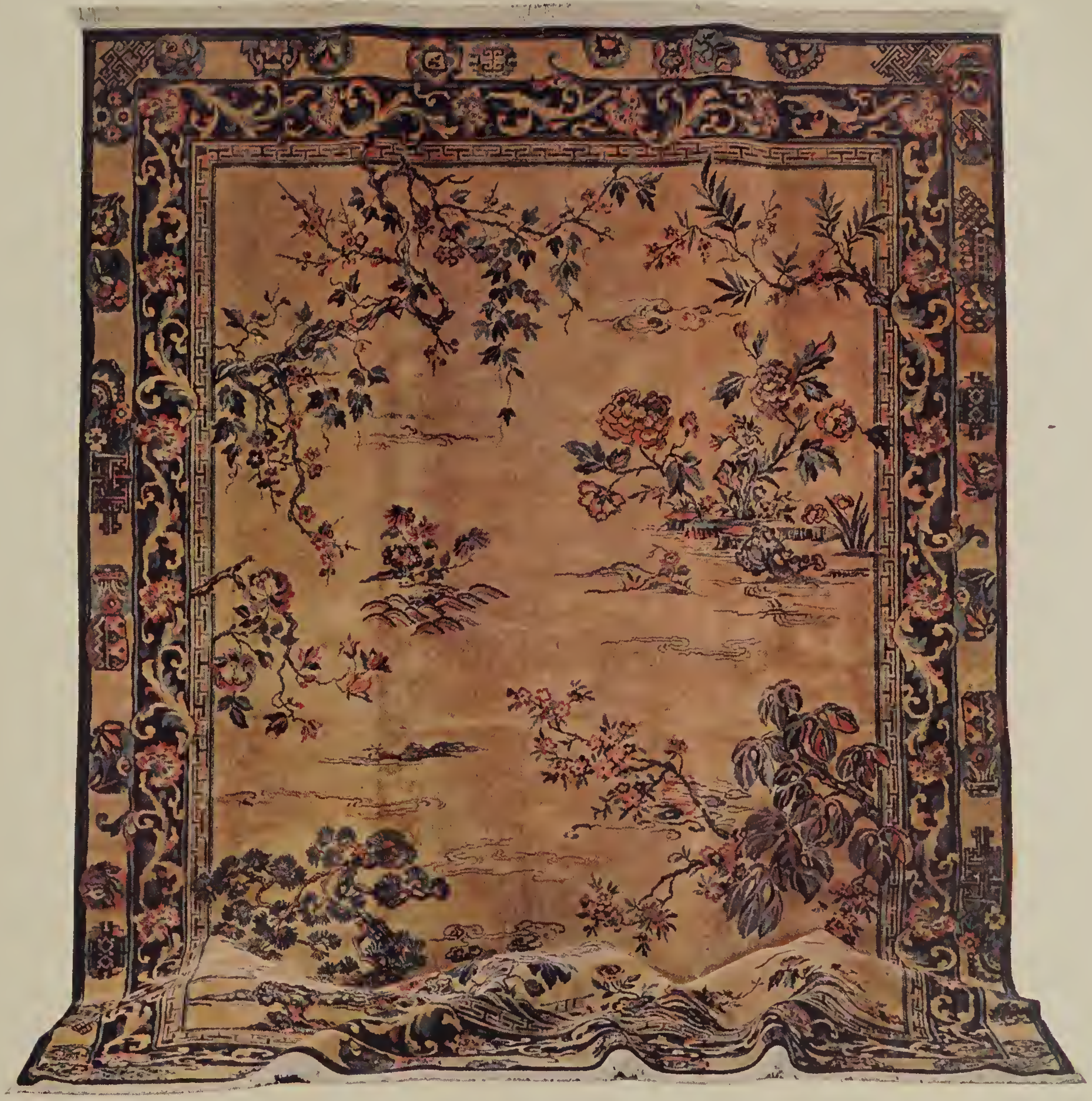


PATTERN 5711/99

27 x 54 9 x 12

A POLONAISE (Mohawk Viceroy Pattern 5711/99)—This is an exquisite reproduction by Mohawk of a seventeenth century Persian masterpiece. The pattern was originally created for Shah Abbas and woven on the royal looms. Even so long ago, and in a land literally steeped in rug beauty, this precise pattern was so highly regarded as to have been presented as a royal gift to contemporary foreign potentates. The beauty of its thematic material, and of the manner in which its coloring has been handled, scarcely need comment. This Mohawk Viceroy, out of the golden era of Persian rug design, will make an excellent choice for the living room, whatever its style of decoration.

# Viceroy Seamless Rug

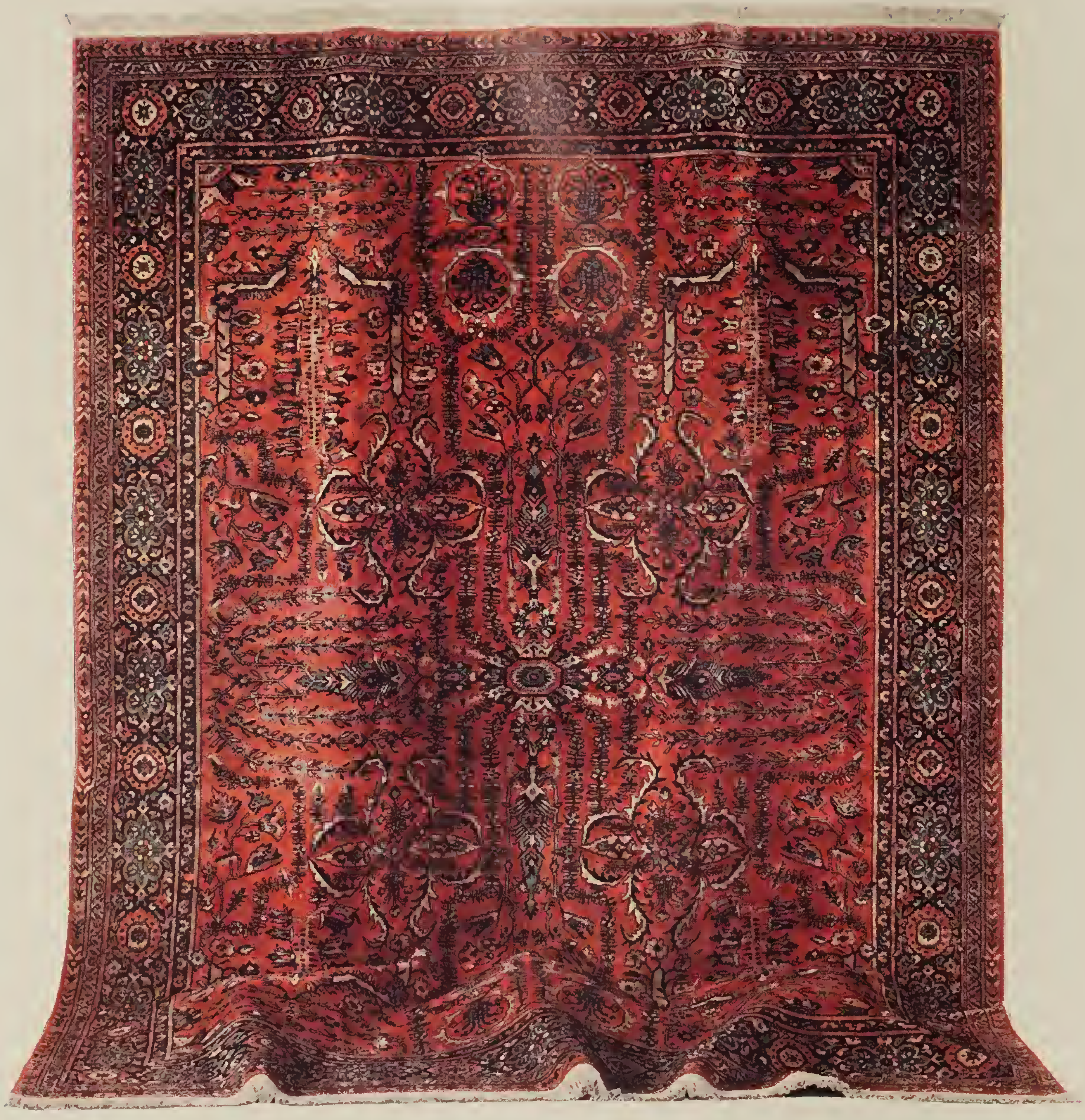


**PATTERN 5710/77**

| | | | |
|---|---|---|---|
| 27 x 54 | 36 x 63 | 8.3 x 10.6 | 9 x 12 |

A CHINESE (Mohawk Viceroy Pattern 5710/77)—This Chinese over-all pattern has been evolved from what is considered by many connoisseurs to have been the best period of Chinese fabric design—the 18th century. Its exotic admixture of fir tree, peony spray, hanging fruit-bloom and creeper conceits makes this rug an authentic breath of old China. This pattern alone is proof of the artistic virility that was for so many centuries a part of Cathay. Chinese patterning has always held a steady popularity in domestic floor coverings in America. This rug, epitomizing the best in Chinese design—and with an oriental lustre—is certain to find wide favor.

# Viceroy Seamless Rug

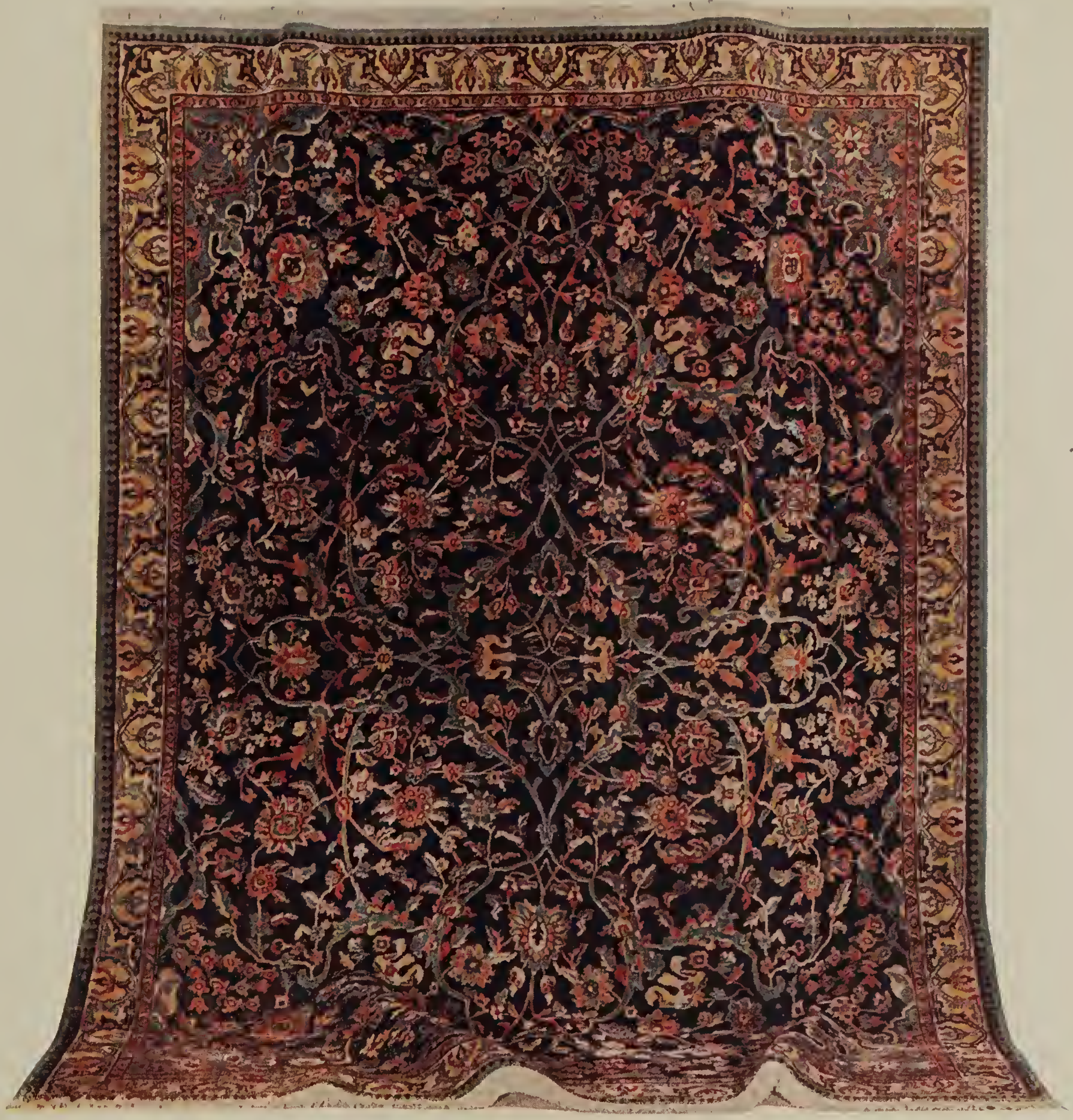


PATTERN 5702/99

| | | | | | | |
|---|---|---|---|---|---|---|
| 27 x 54 | 36 x 63 | 4.6 x 7.6<br>6 x 9 | 8.3 x 10.6<br>9 x 12 | 9 x 15<br>9 x 18 | 11.3 x 12 | 11.3 x 15 |

A SAROUK (Mohawk Viceroy Pattern 5702/99)—In this rug Mohawk has reproduced an unusual pattern, employing that favorite theme of oriental artistry—an idealized flower garden of ancient Iran. Even among the Sarouks, which are always handsome, this example stands out by virtue of the delicacy with which its many motifs are commingled. Specially noteworthy is the beautiful contrasting border of rosette and cartouche formations framed by a series of guard stripes. The original of this rug was loomed in the Persia of the 1800's. No rug in the Viceroy series better testifies to the reproductive skill of Mohawk than this distinctive Sarouk.

# Viceroy Seamless Rug

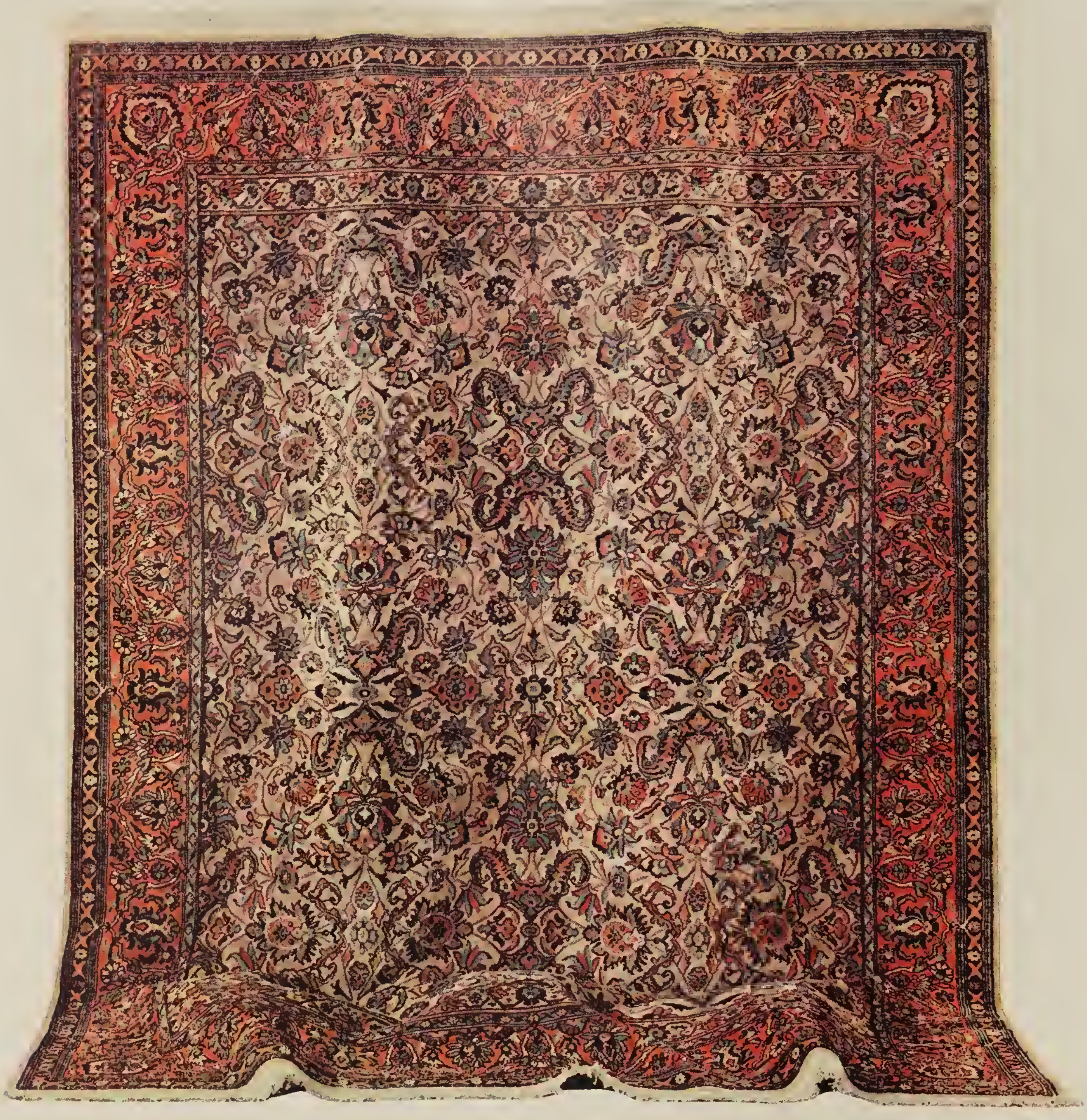


**PATTERN 5704/33**

27 x 54 8.3 x 10.6 9 x 12

A PERSIAN (Mohawk Viceroy Pattern 5704/33)—This rug is a charming reproduction of a carpet woven in the sixteenth century and coming from the province of Kirman in southern Persia. Only in comparatively recent times have Kirman carpets been brought to Europe, since the mountain fastnesses of Kirman are none too accessible. The design is compact, of a graceful arrangement of arabesques and stems supporting palmette, leaf and floral forms in great variety. The whole is inclosed by characteristic corner pieces and surrounded by a border of undulant traceries. This Mohawk Viceroy is an ideal rug about which to build an entire room scheme.

# Viceroy Seamless Rug

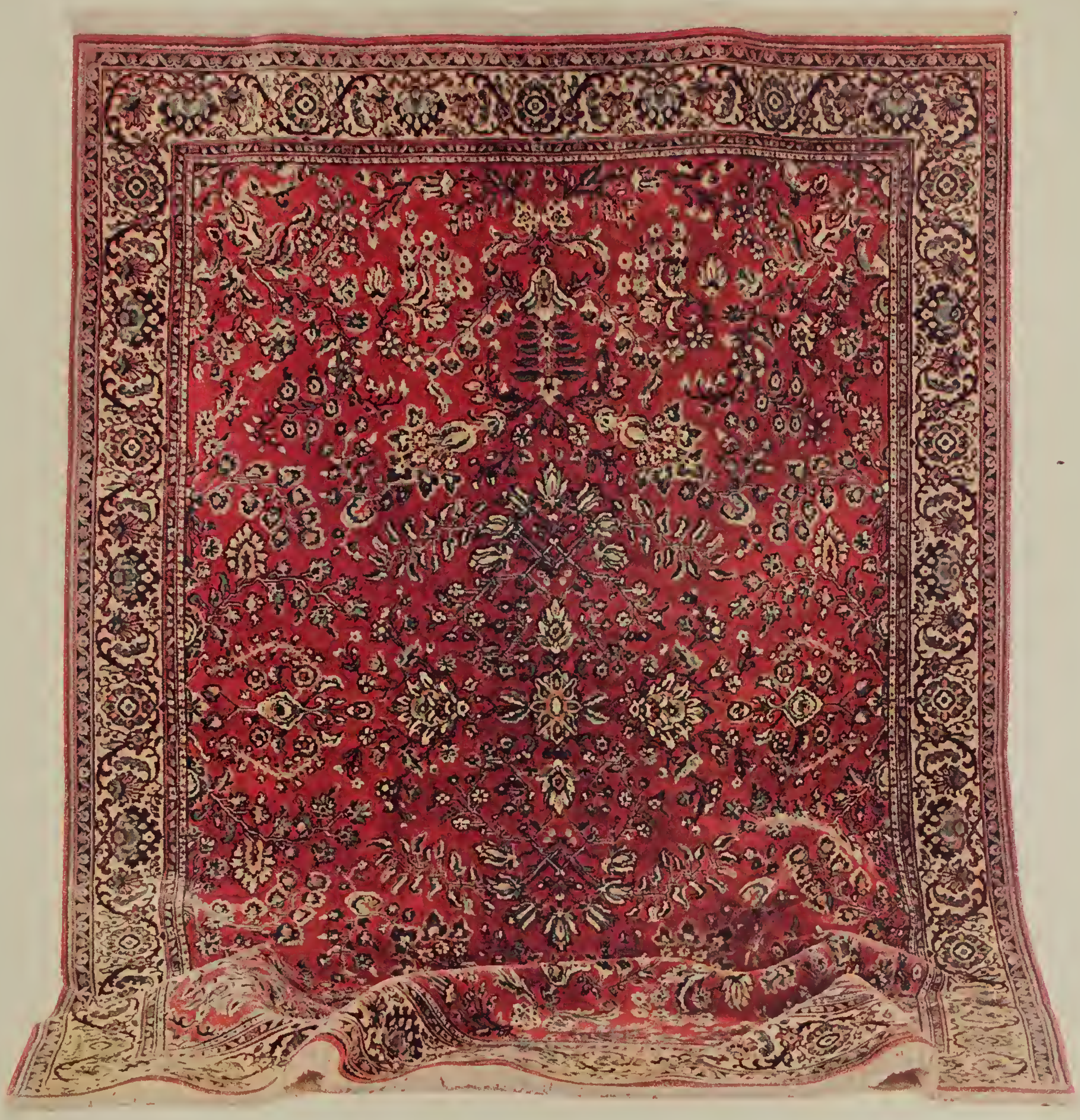


**PATTERN 5706/22**

| | | |
|---|---|---|
| 27 x 54 | 8.3 x 10.6 | 9 x 12 |

AN ISPAHAN (Mohawk Viceroy Pattern 5706/22)—Framing within its very "different" border so many of the cultivated flora of Persia, this Ispahan rug is veritably a translation into wool of a typical formal garden inclosure of one of the early Shahs. It is believed that the original dates from the 17th century. The profusion of floral motifs and leafage which covers the field has given peculiar play to the colorist who has handled his tones and shadings with extreme finesse. The crowning touch is the lustre which enhances both design and coloring and softens down the entire "picture" to a degree that makes this rug eminently suitable for the most conservative interior.

# Viceroy Seamless Rug

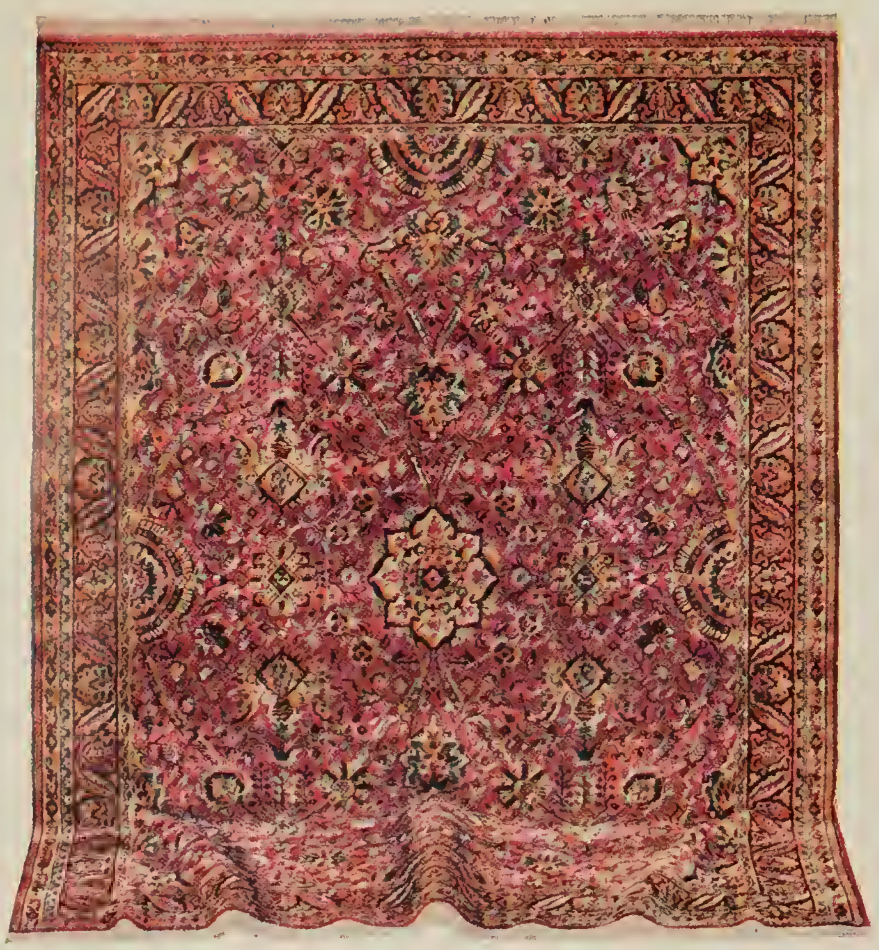


**PATTERN 5708/99**

27 x 54 8.3 x 10.6 9 x 12

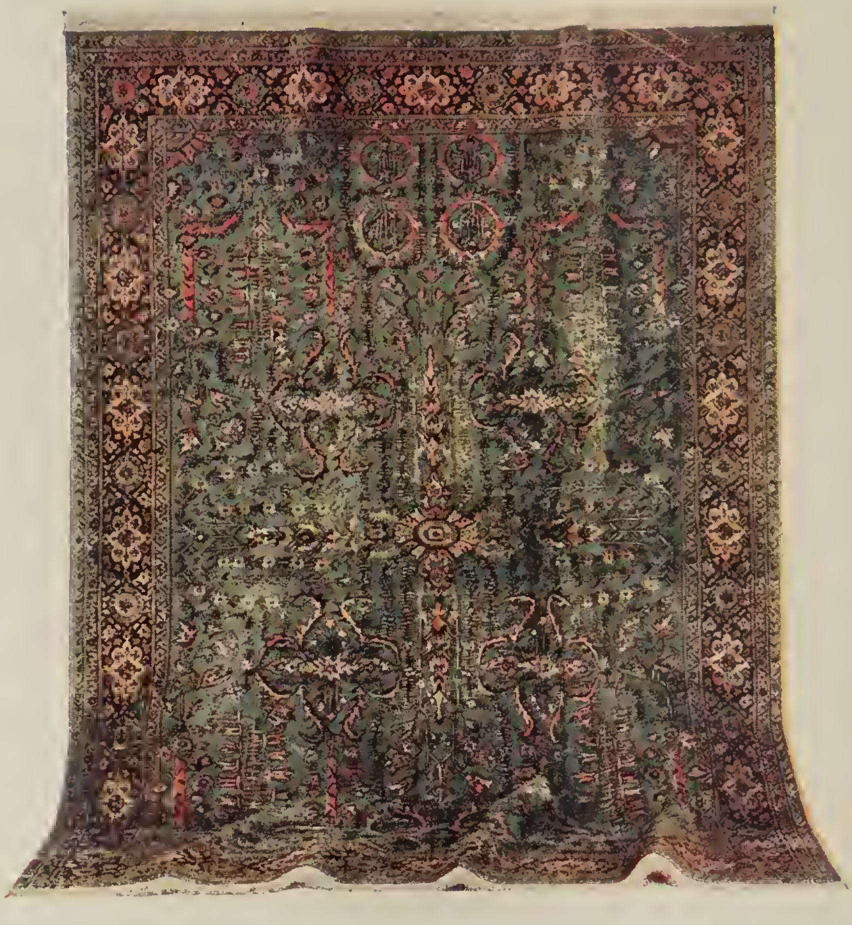
A SAROUK (Mohawk Viceroy Pattern 5708/99)—This rug is adapted from a famous Persian carpet dating from the 17th century. As in all Sarouk rugs, there is a characteristic diversity of themes, as well as a wealth of symbolic meaning. The willow, for instance, and the cypress are symbols of immortality, and the pomegranates represent fertility. Both motifs can be traced backward into the dim mists of human belief. The intricate inter-weaving of this rich, thematic material testifies both to the inspiration of its original nameless designer and to the skill exemplified by Mohawk in reproducing and weaving this centuries-old masterpiece. Its background and relief colorings are such as to blend nicely with interiors of the present day.

# Viceroy Seamless Rugs



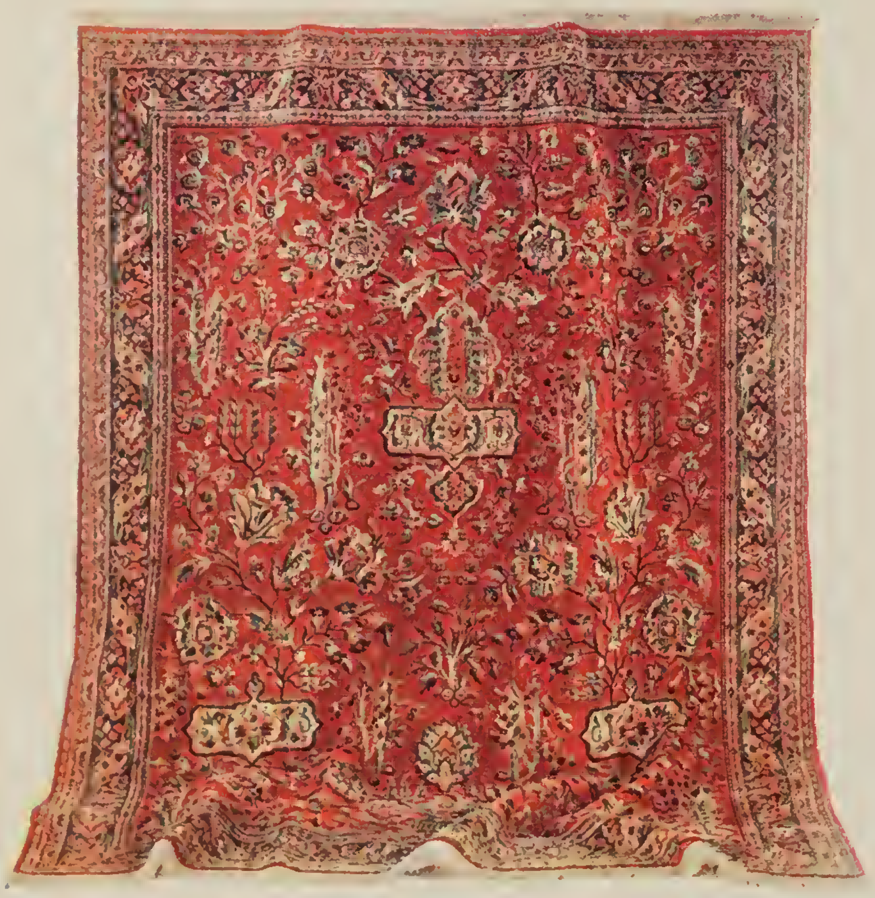
PATTERN 5700/99

27 x 54 6 x 9 9 x 12 9 x 15 11.3 x 12
4.6 x 7.6 8.3 x 10.6 9 x 18 11.3 x 15



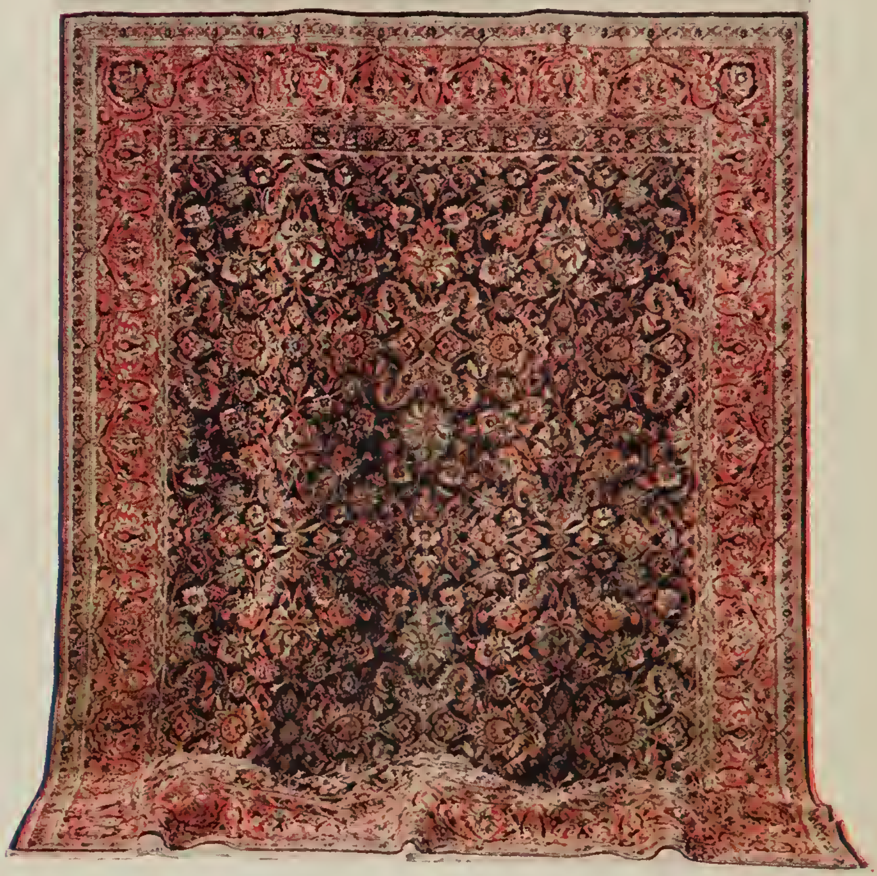
PATTERN 5702/66

27 x 54 8.3 x 10.6 9 x 12



PATTERN 5703/99

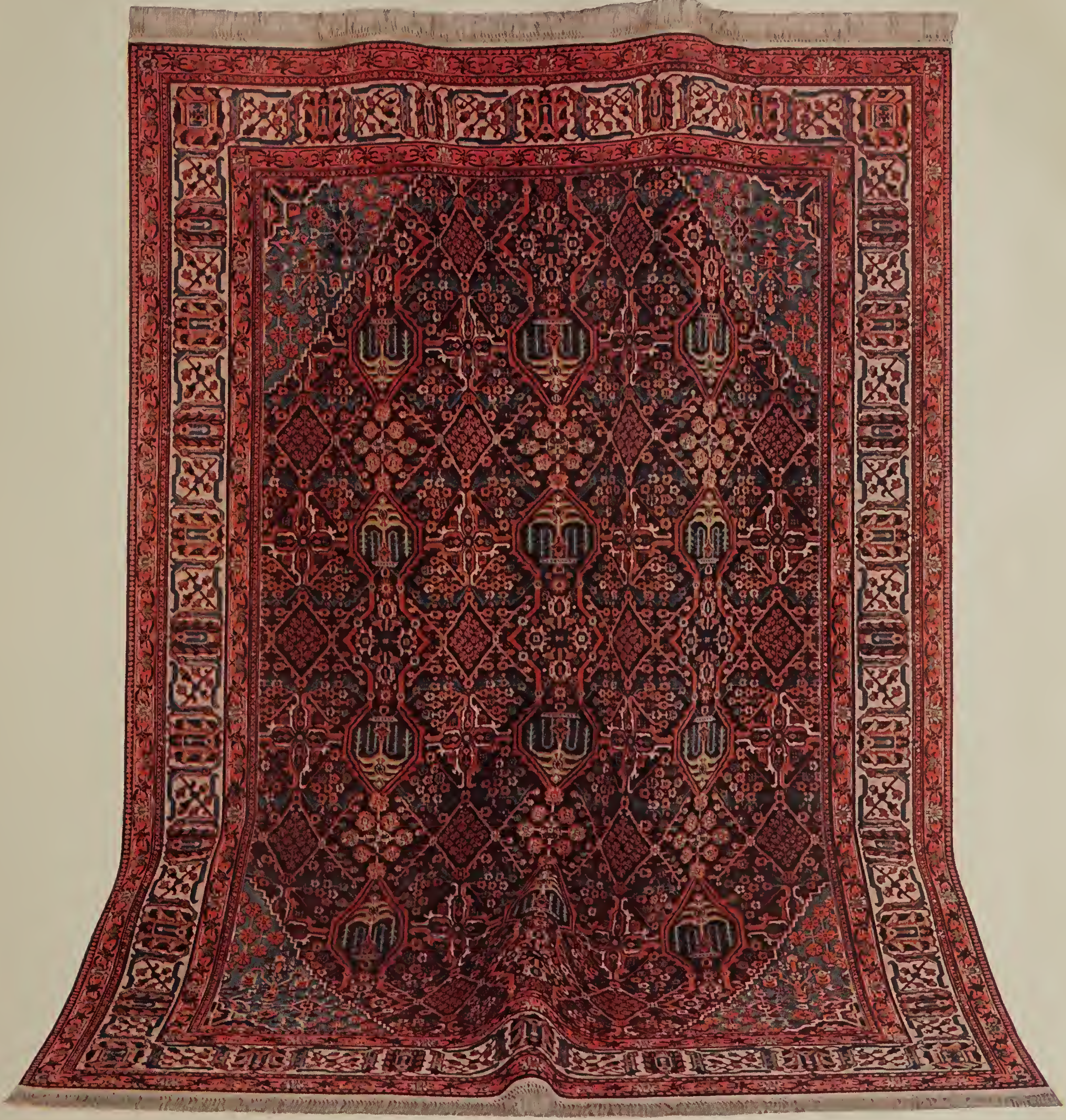
27 x 54 9 x 12



PATTERN 5706/33

27 x 54 9 x 12

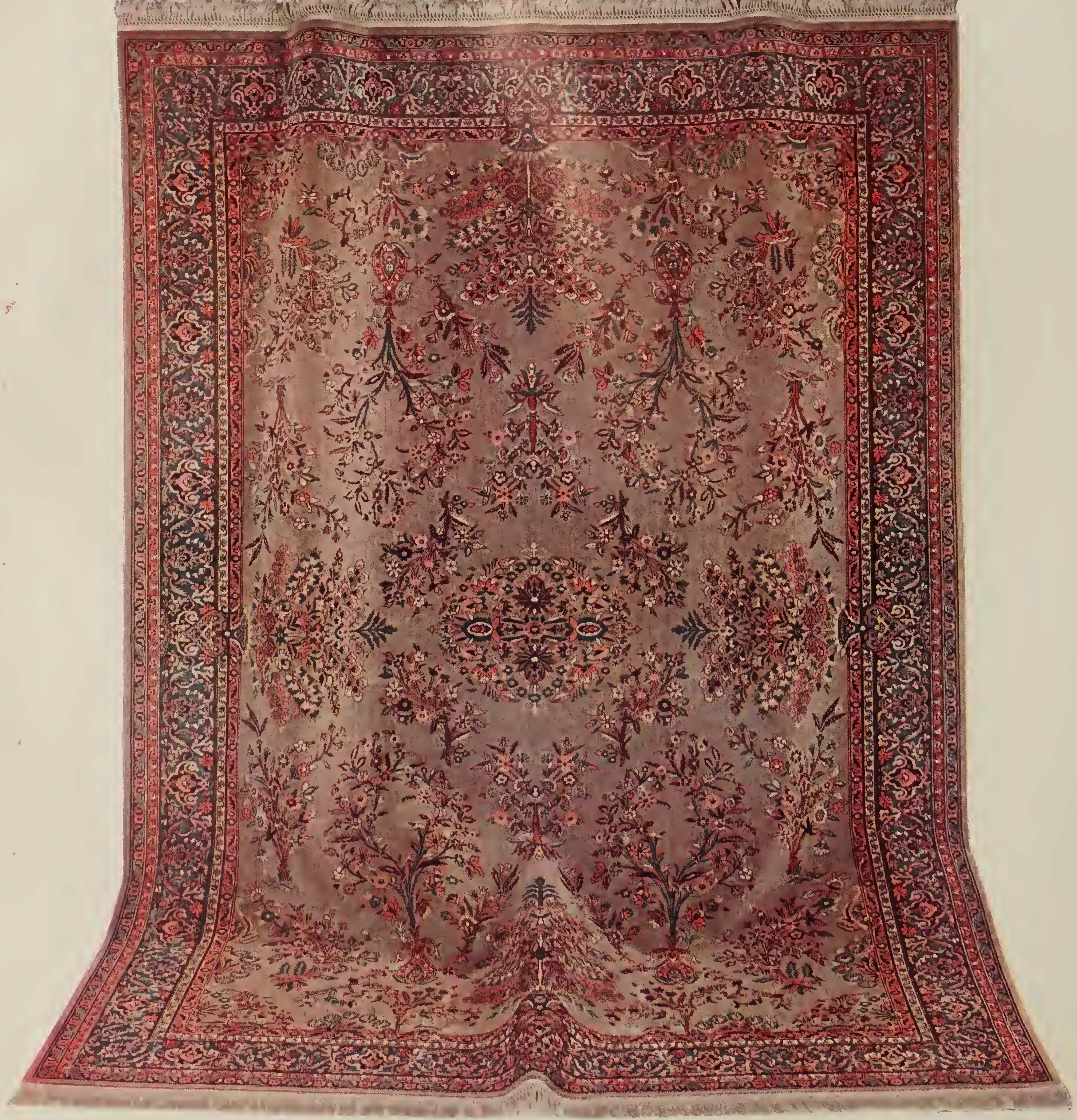
# Imperial Karnak Seamless Worsted Wilton Rug



PATTERN 6041-B

27 x 54 8.3 x 10.6 9 x 12

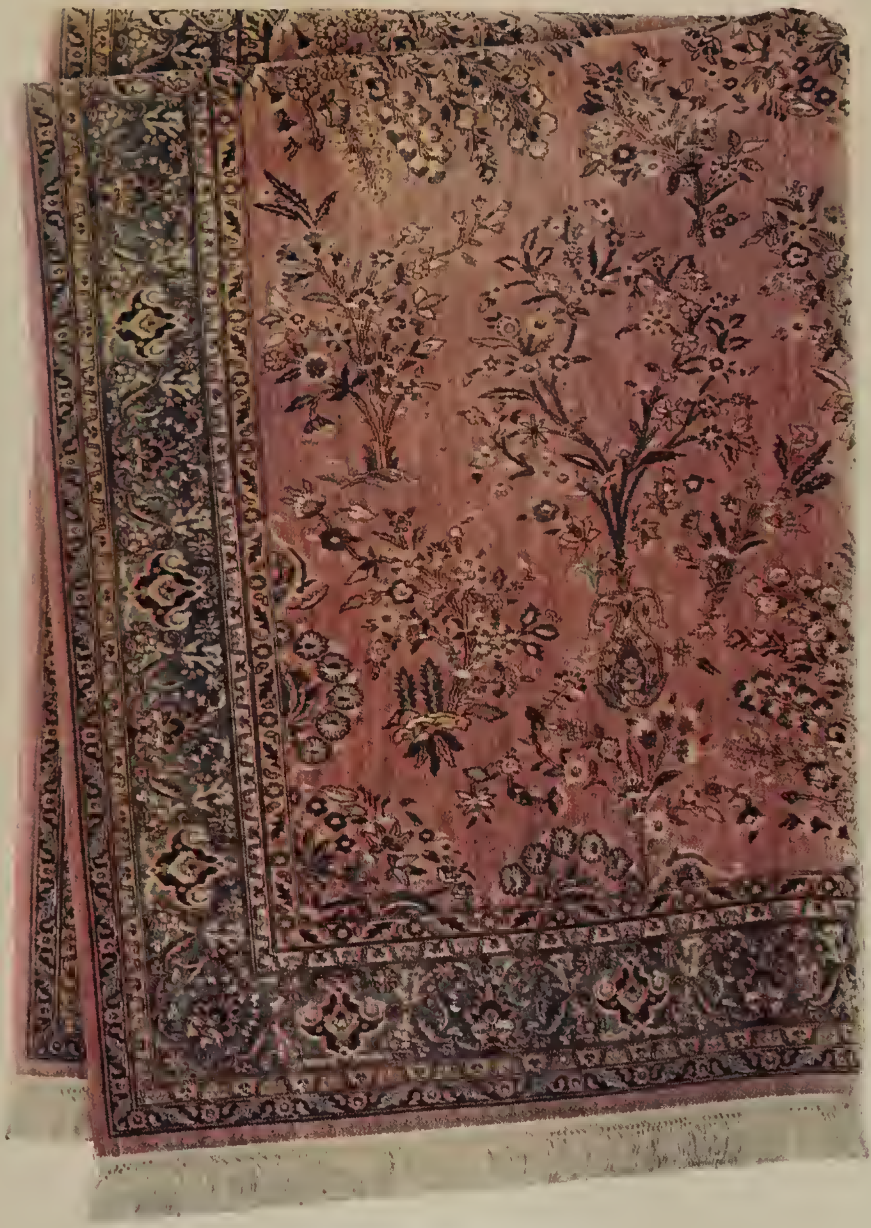
# Imperial Karnak Seamless Worsted Wilton Rug



PATTERN 6040-T

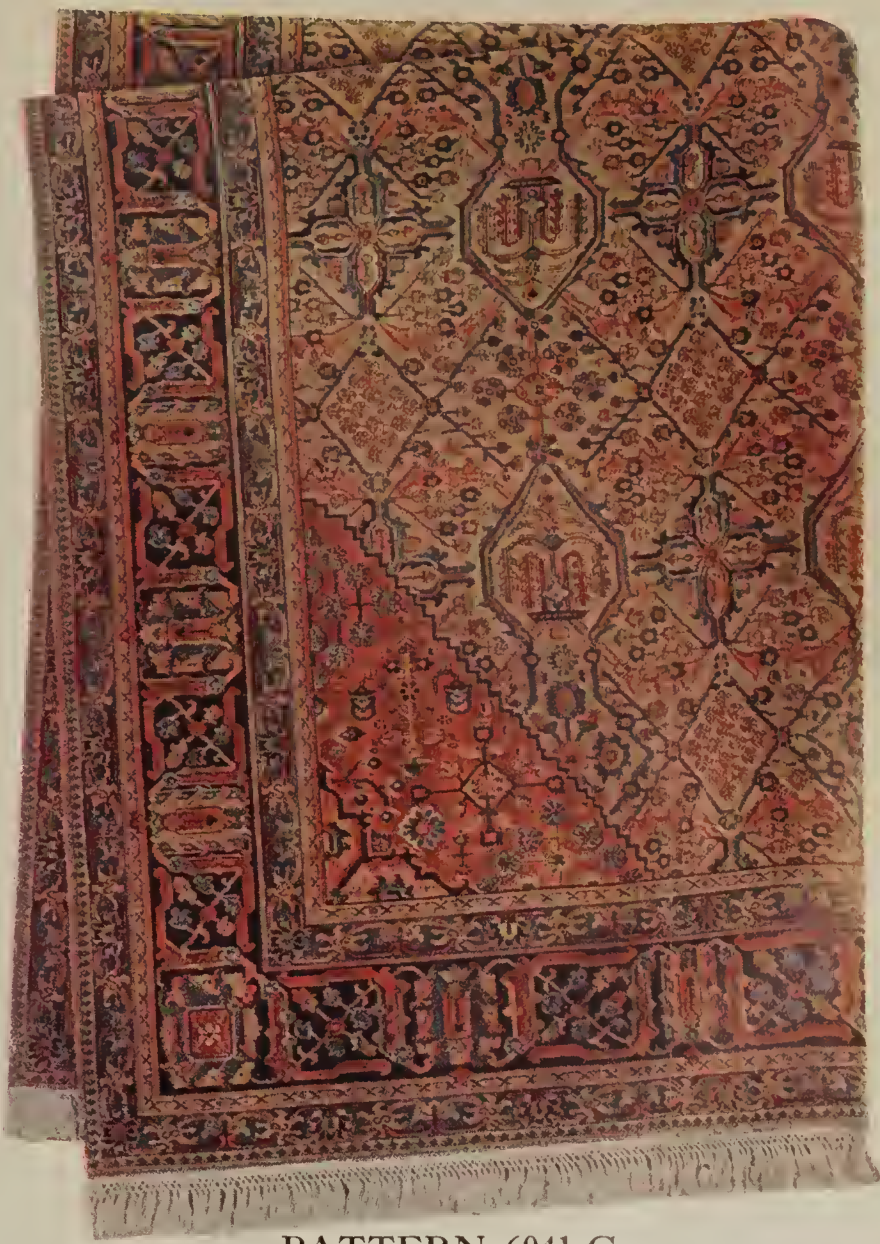
27 x 54 8.3 x 10.6 9 x 12

# Imperial Karnak Seamless Worsted Wilton Rugs



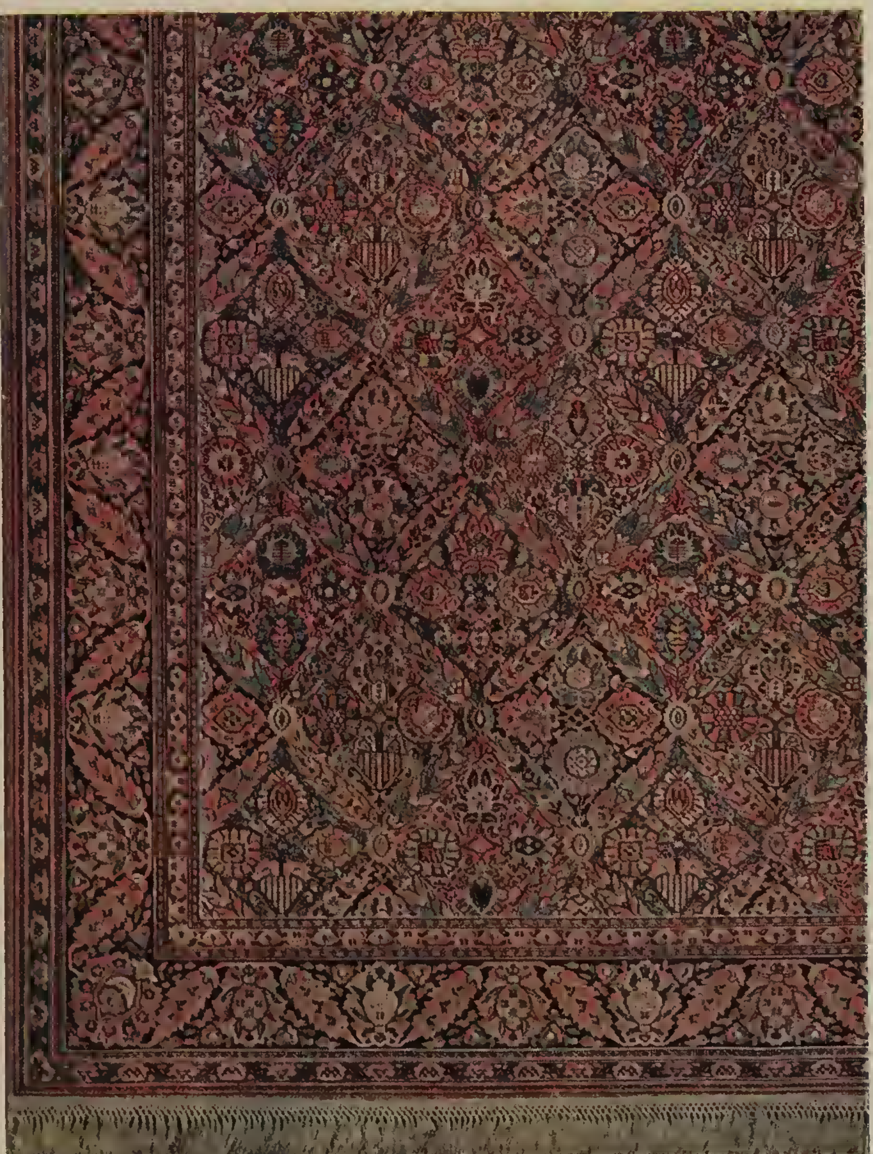
**PATTERN 6040-K**

27 x 54
8.3 x 10.6
9 x 12



**PATTERN 6041-C**

27 x 54
36 x 63
4.6 x 7.6
6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 13.6
11.3 x 15
11.3 x 18
11.3 x 21



**PATTERN 6015-A**

27 x 54
36 x 63
4.6 x 7.6
6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 13.6
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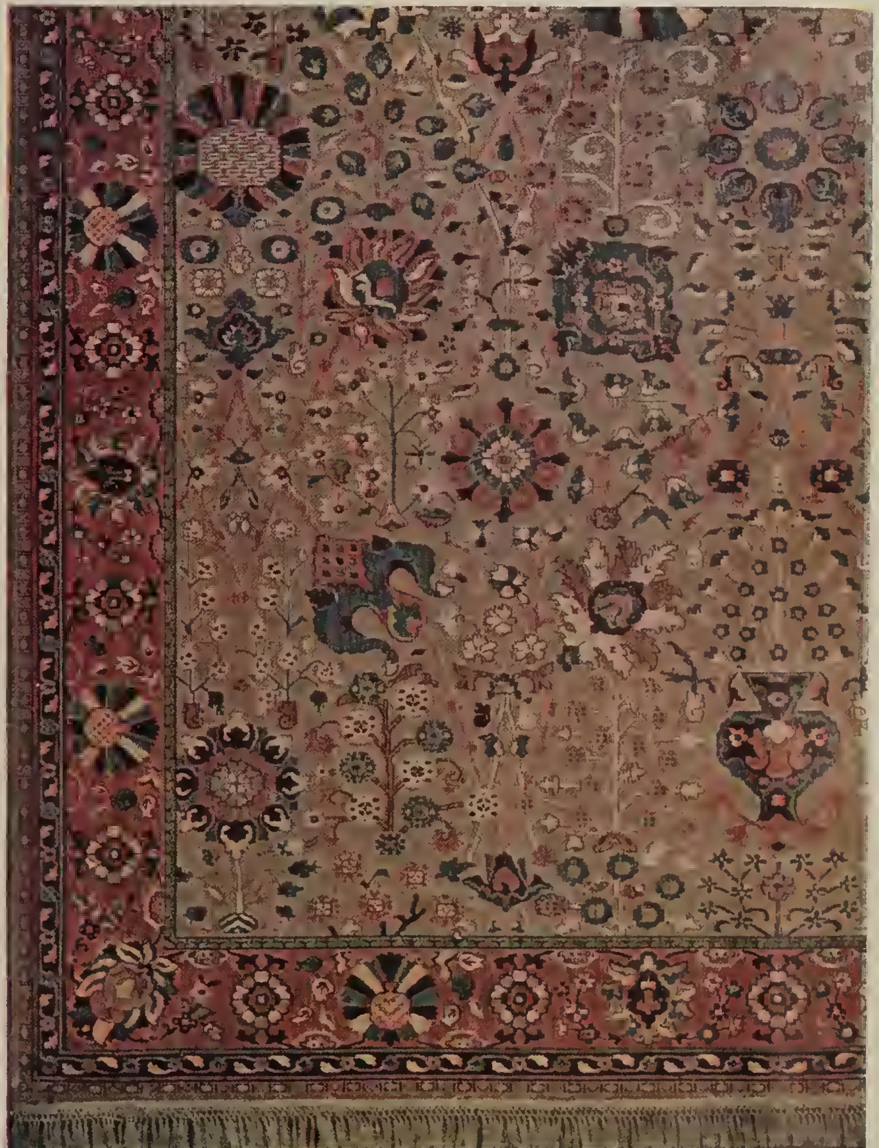
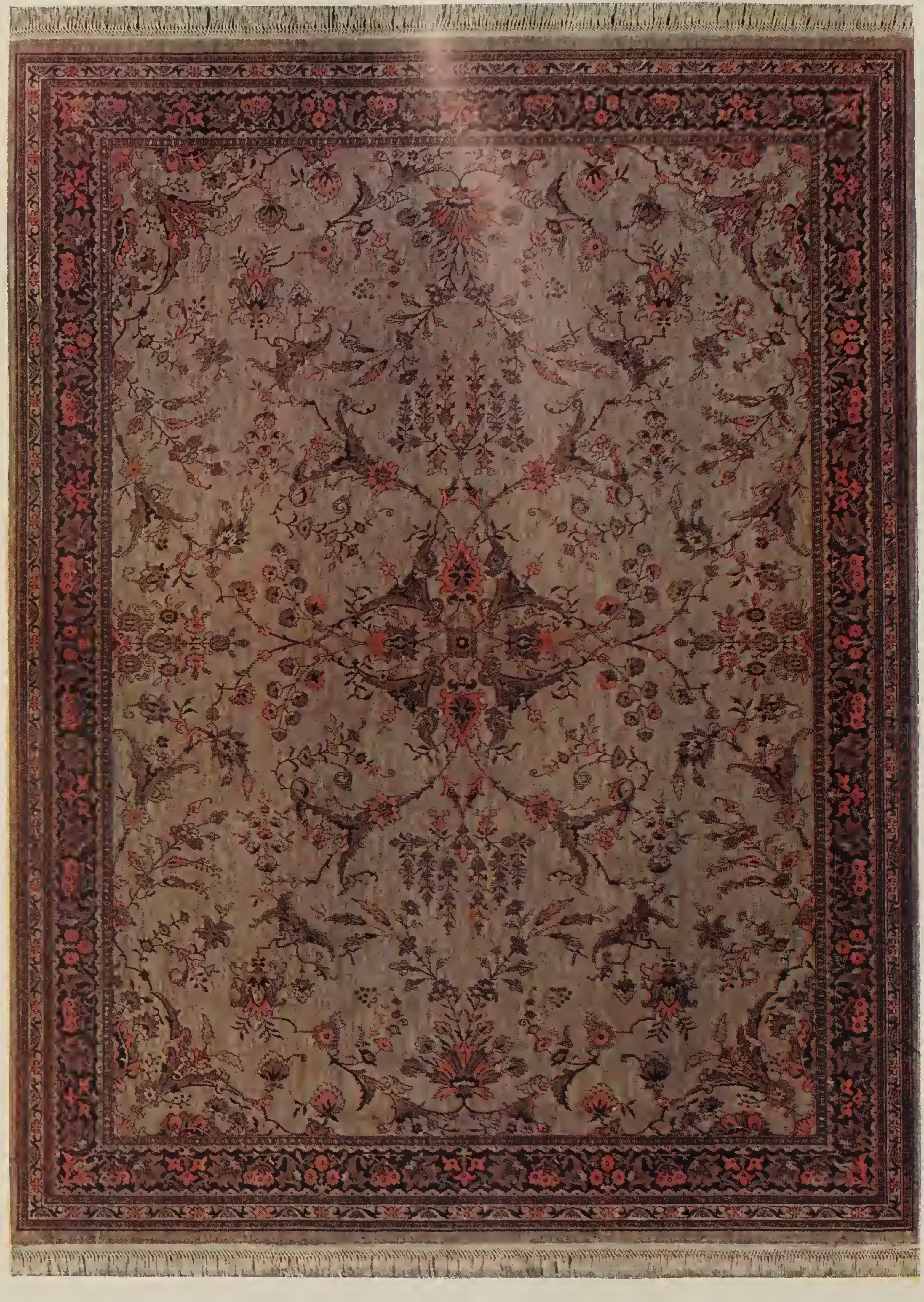
11.3 x 18
11.3 x 21



**PATTERN 6016-M**

27 x 54
36 x 63
4.6 x 7.6
6 x 9
11.3 x 12
8.3 x 10.6
9 x 12
9 x 15

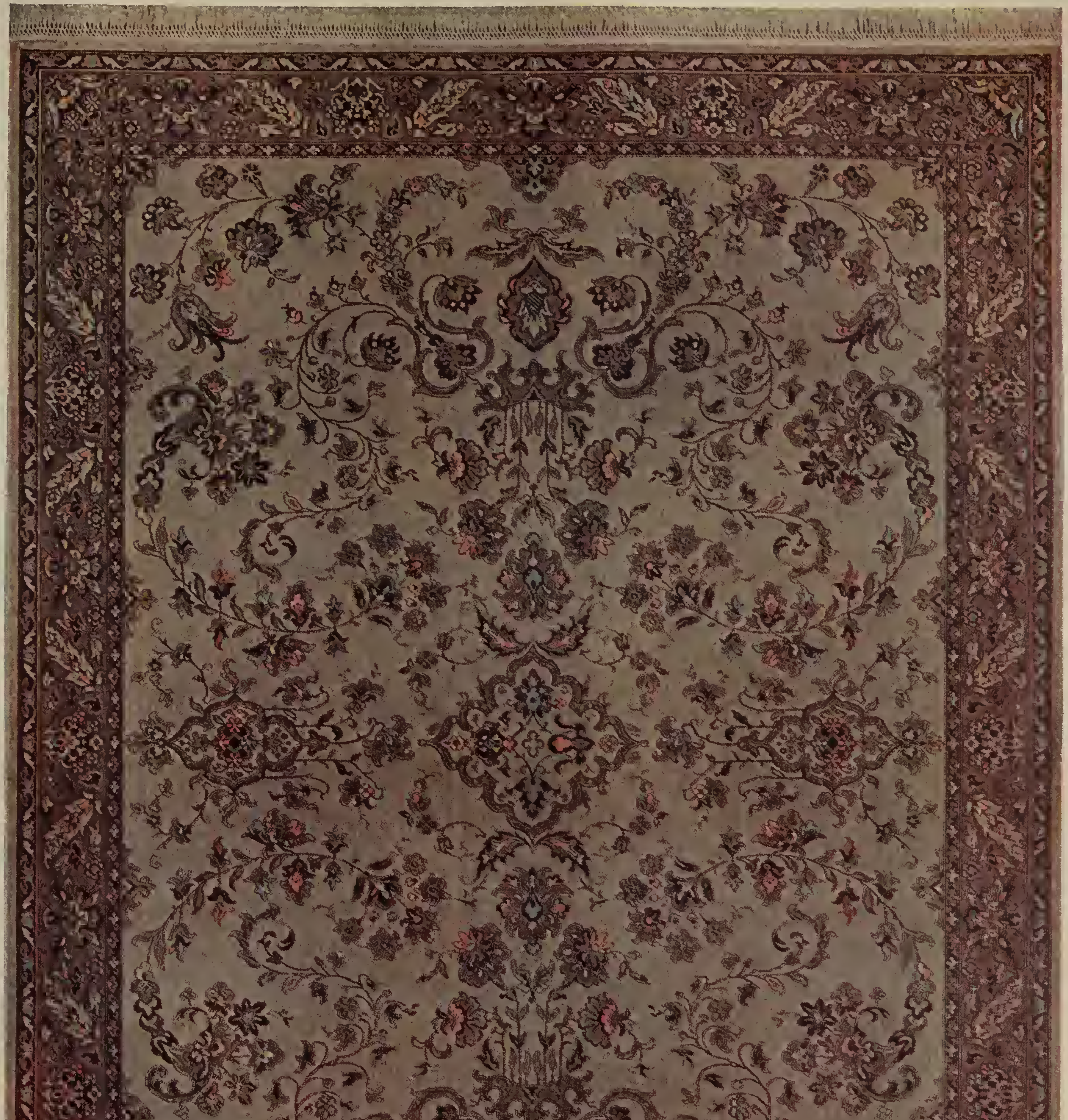
# Karona Seamless Worsted Wilton Rug



PATTERN 531-A

27 x 54
36 x 63
4.6 x 7.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 15
11.3 x 21

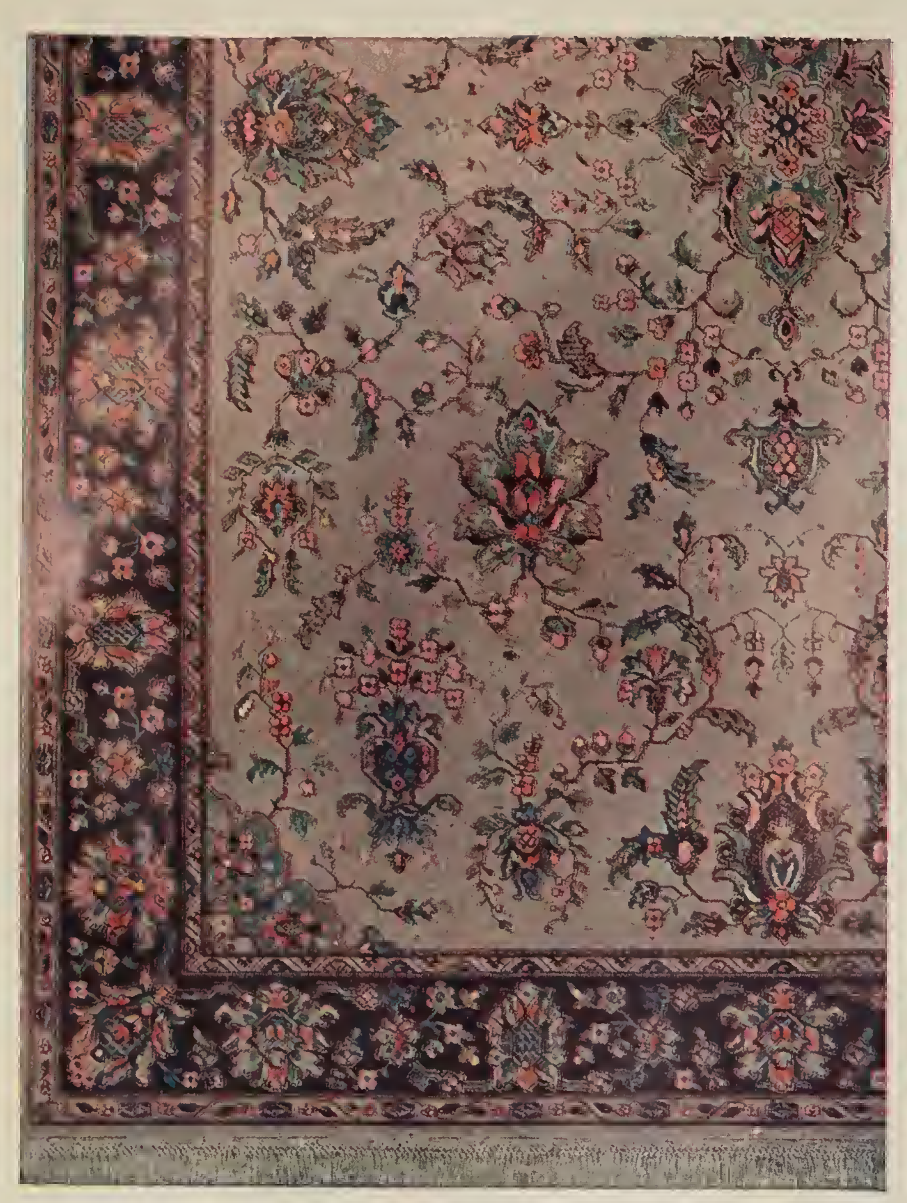
# Karona Seamless Worsted Wilton Rug



**PATTERN 530-T**

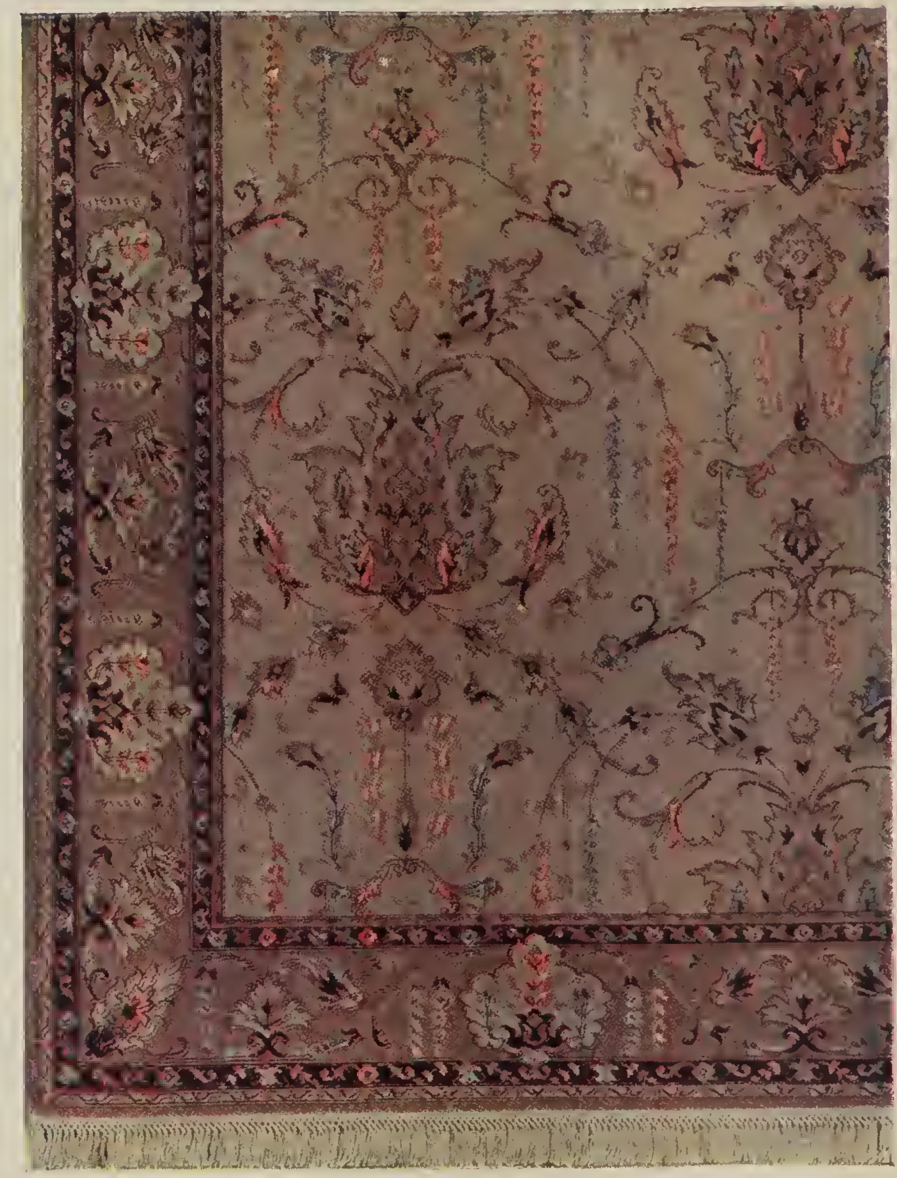
27 x 54 36 x 63 8.3 x 10.6 9 x 12 9 x 15

# Karona Seamless Worsted Wilton Rugs



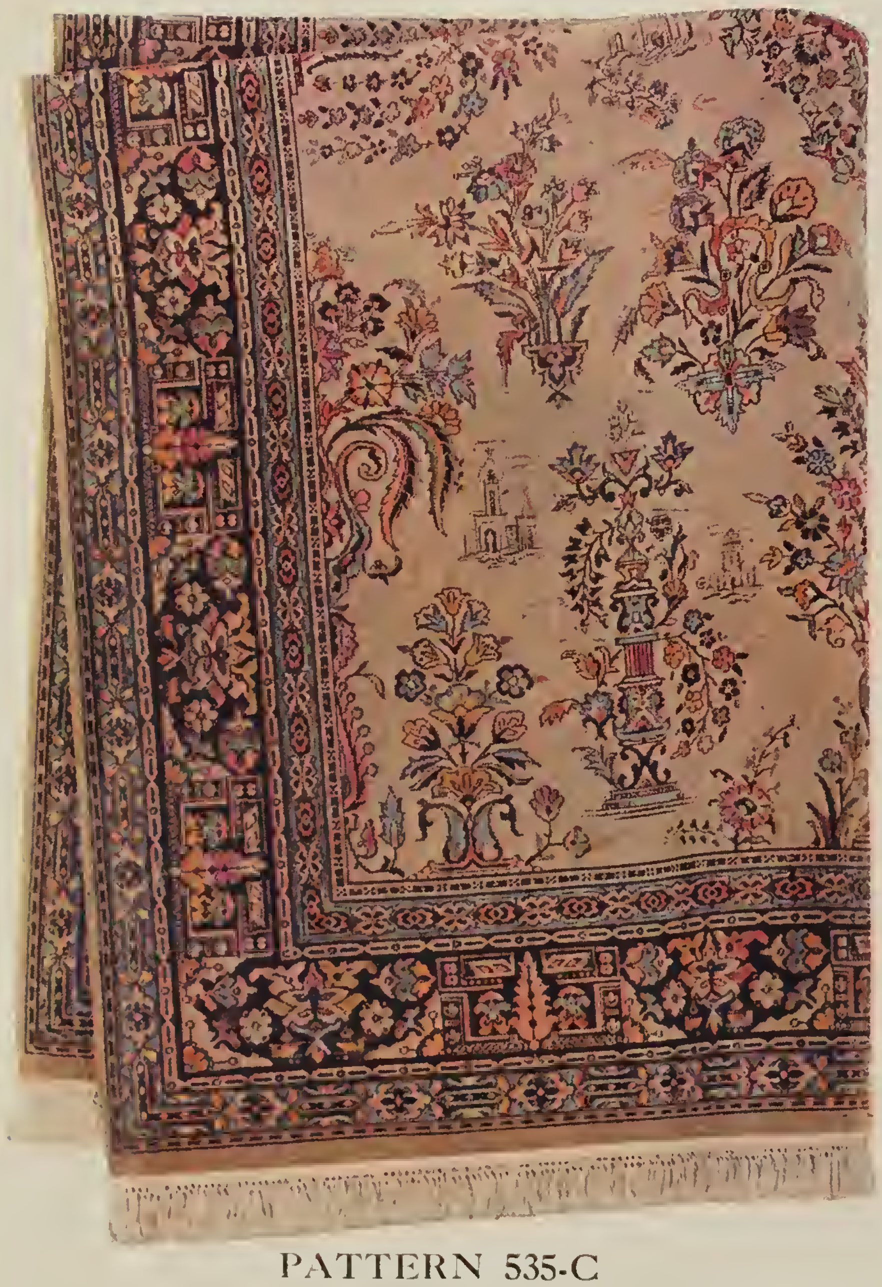
PATTERN 515-C

22½ x 36
27 x 54
36 x 63
4.6 x 7.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15



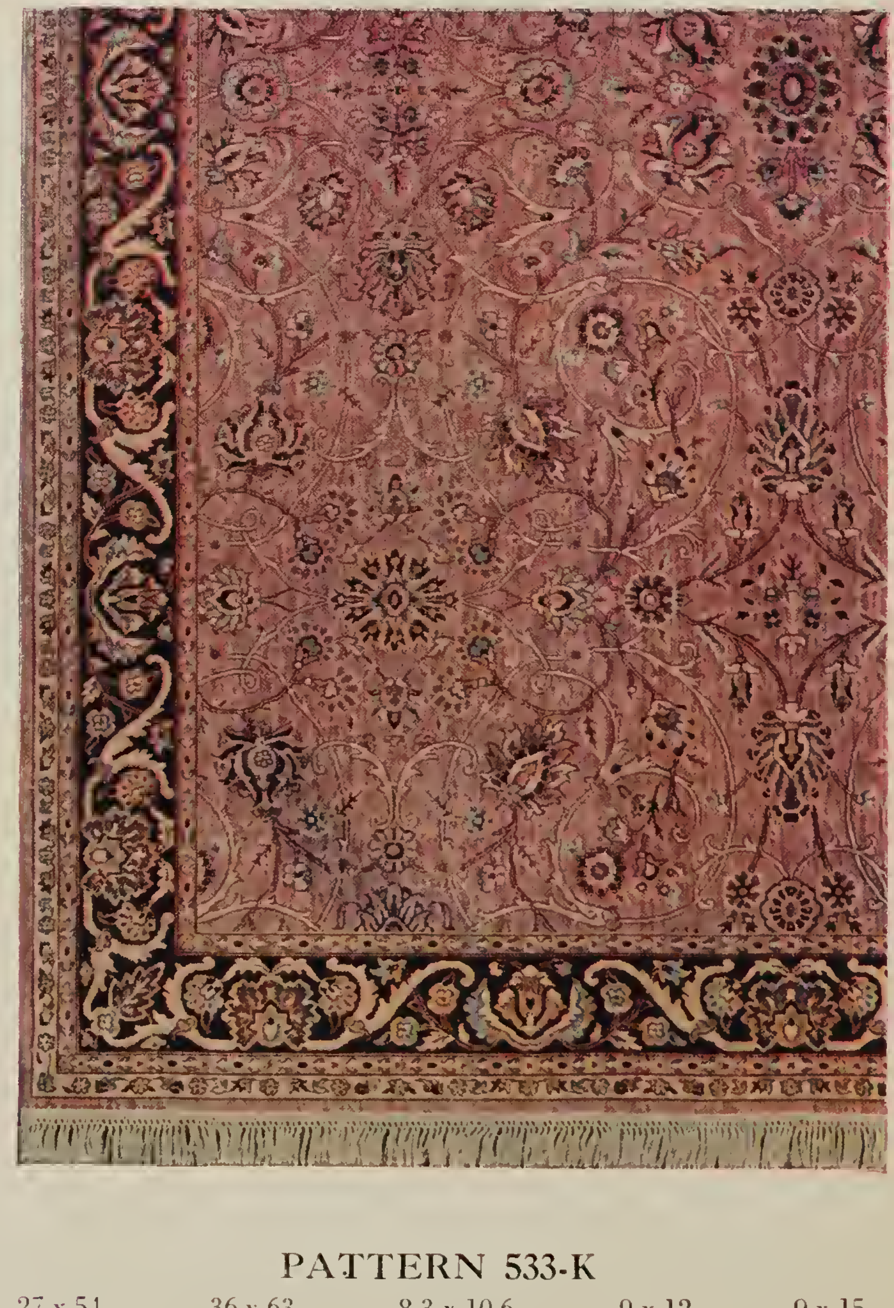
PATTERN 527-A

27 x 54
36 x 63
4.6 x 7.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 15



PATTERN 535-C

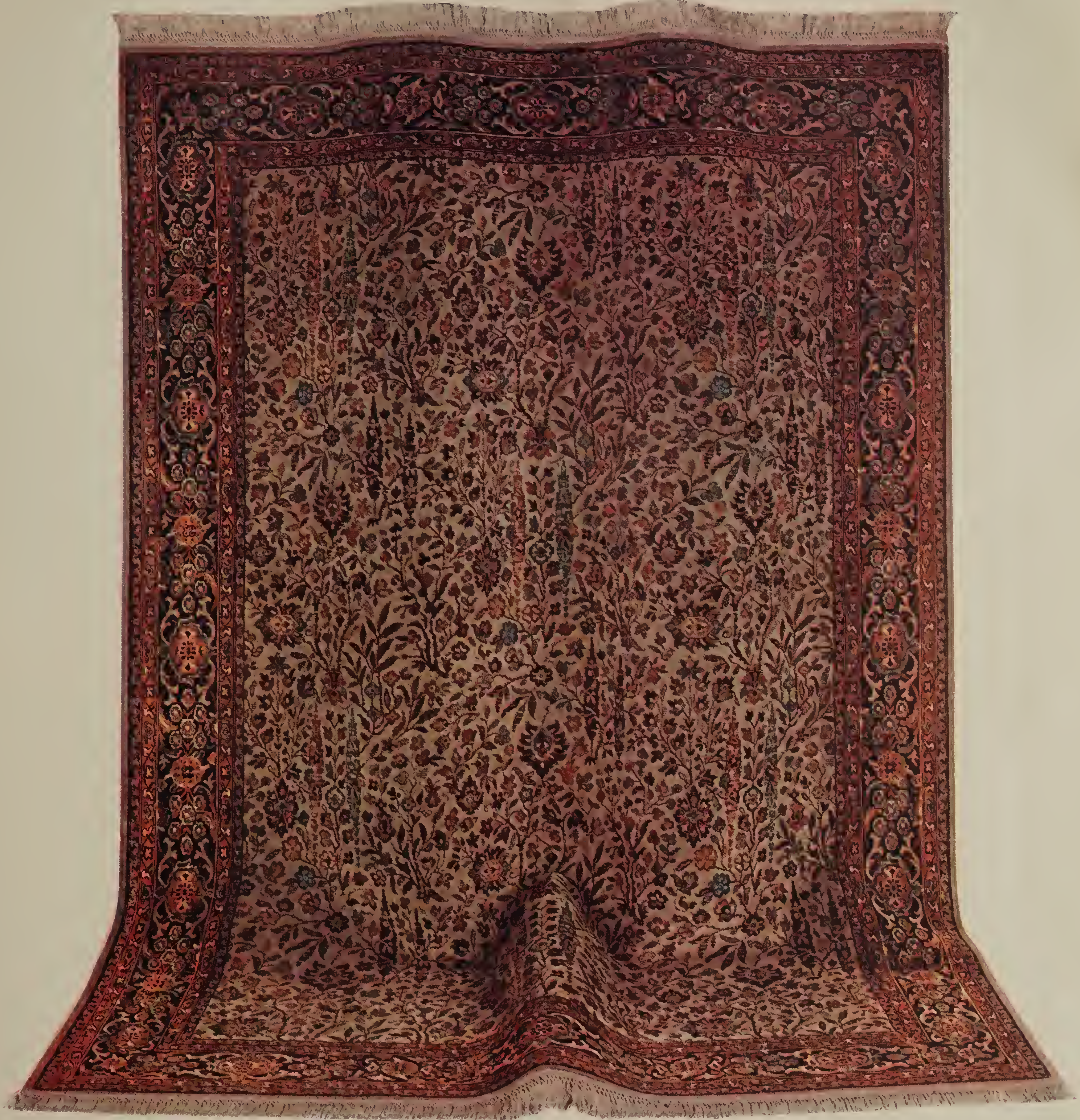
27 x 54
8.3 x 10.6
9 x 12



PATTERN 533-K

27 x 54
36 x 63
8.3 x 10.6
9 x 12
9 x 15

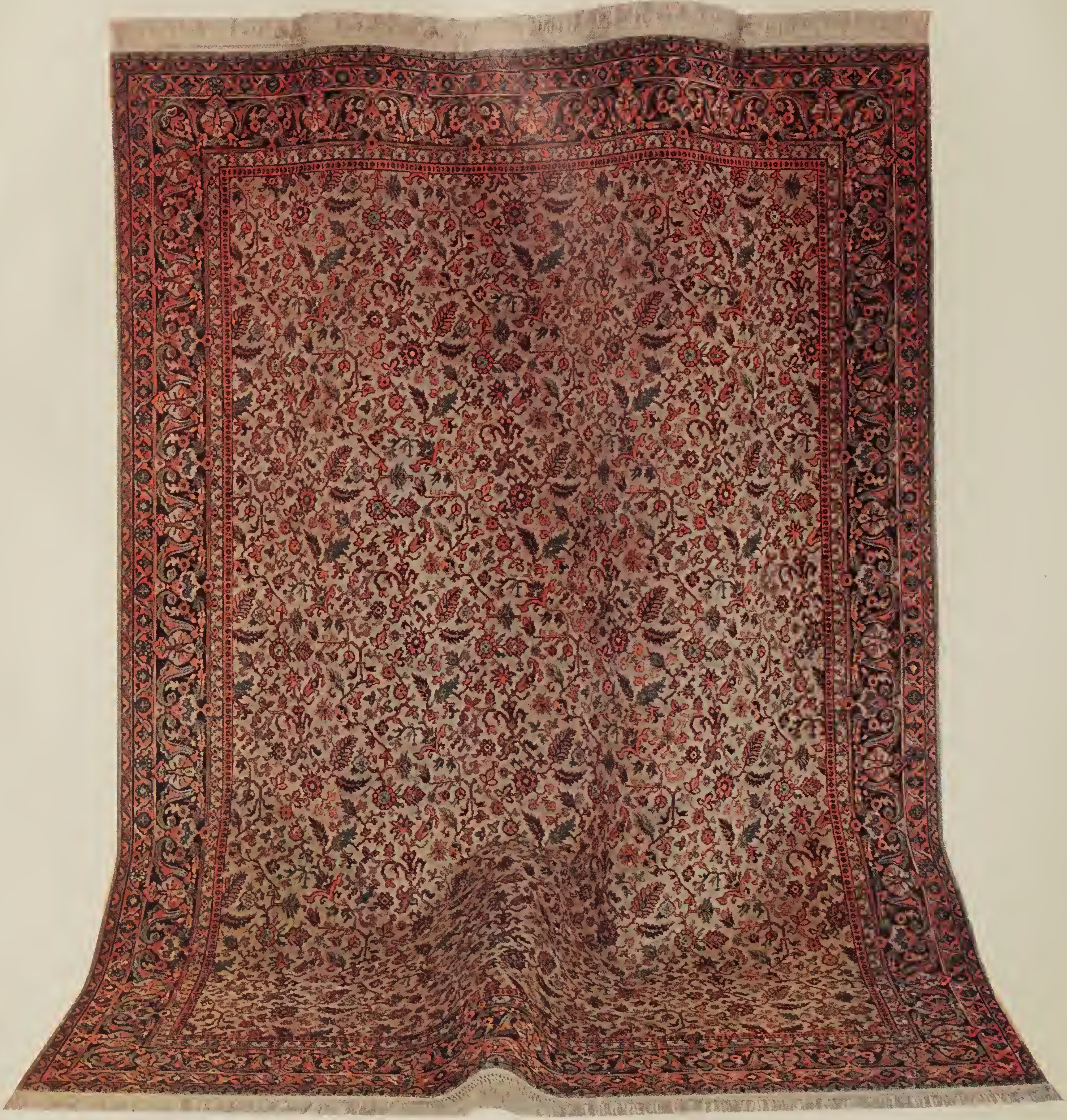
# Royal Akbar Seamless Wilton Rug



PATTERN 4200-A

27 x 54
36 x 63
4.6 x 7.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 13.6
11.3 x 15
11.3 x 18
11.3 x 21

# Royal Akbar Seamless Wilton Rug



PATTERN 4204-C

22½ x 36
27 x 54
36 x 63

4.6 x 7.6
6 x 9

7.6 x 9
8.3 x 10.6

9 x 12
9 x 15

9 x 18
9 x 21

11.3 x 12
11.3 x 13.6

11.3 x 15
11.3 x 18
11.3 x 21

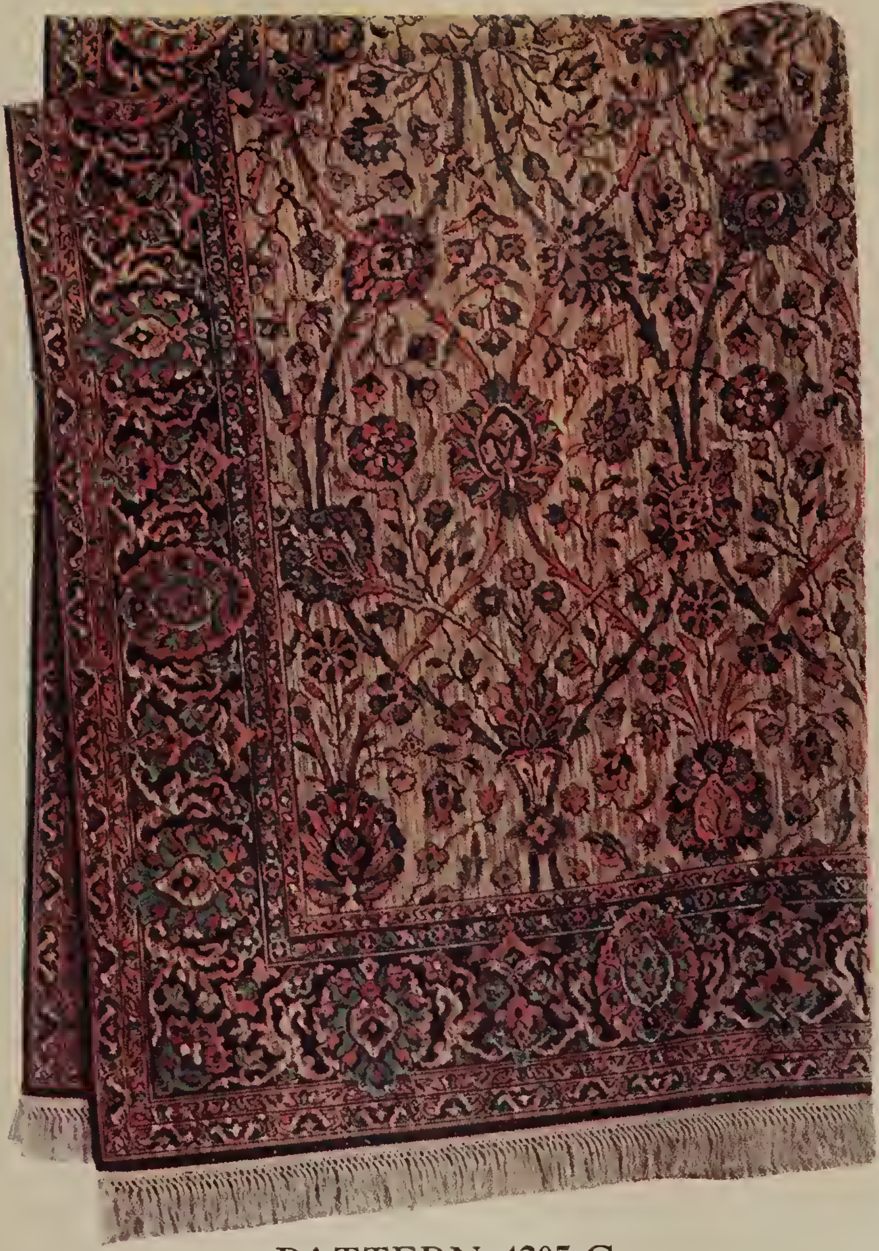
RUNNERS

2.3 x 9
2.3 x 12

2.3 x 15
3 x 9

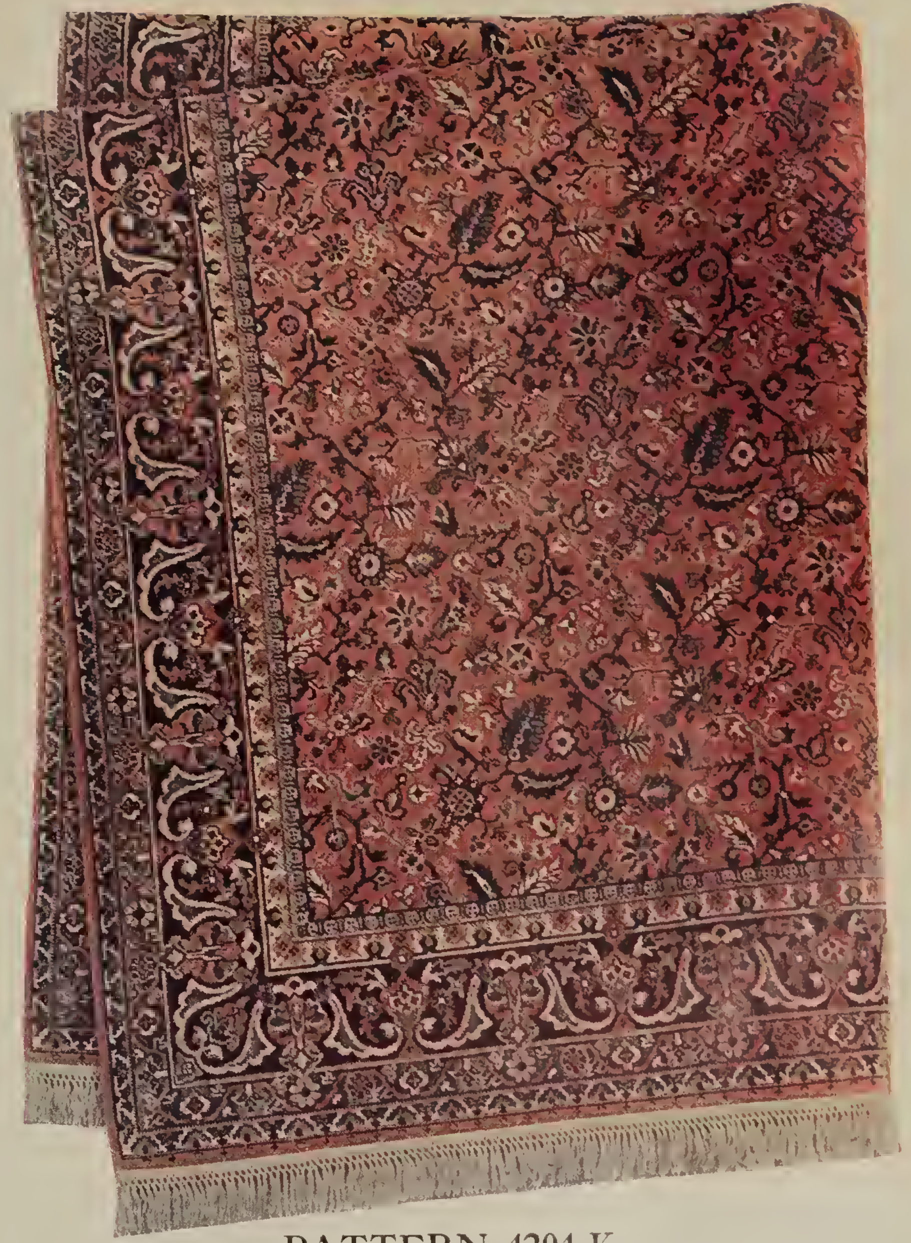
3 x 12
3 x 15

# Royal Akbar Seamless Wilton Rugs



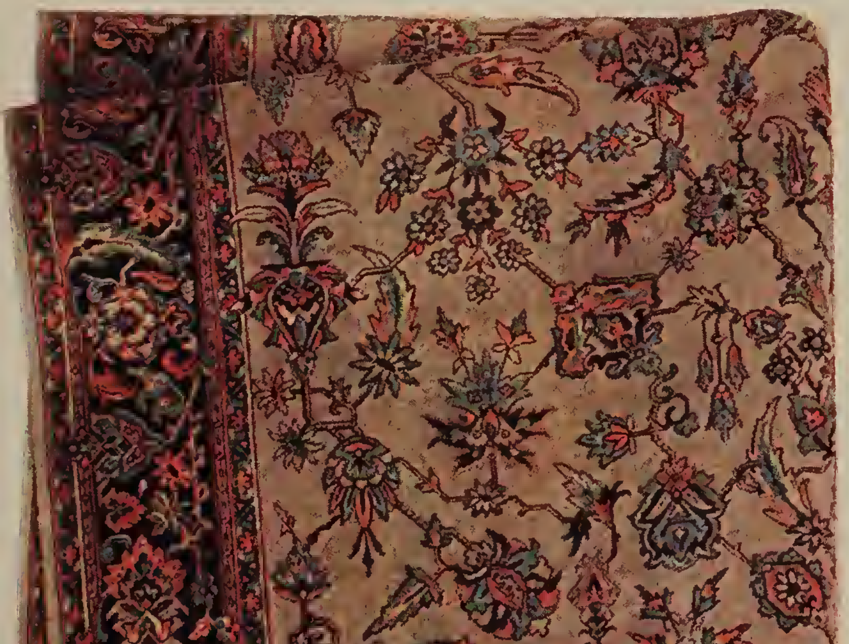
PATTERN 4205-C

27 x 54 36 x 63 6 x 9 8.3 x 10.6 9 x 15
4.6 x 7.6 7.6 x 9 9 x 12



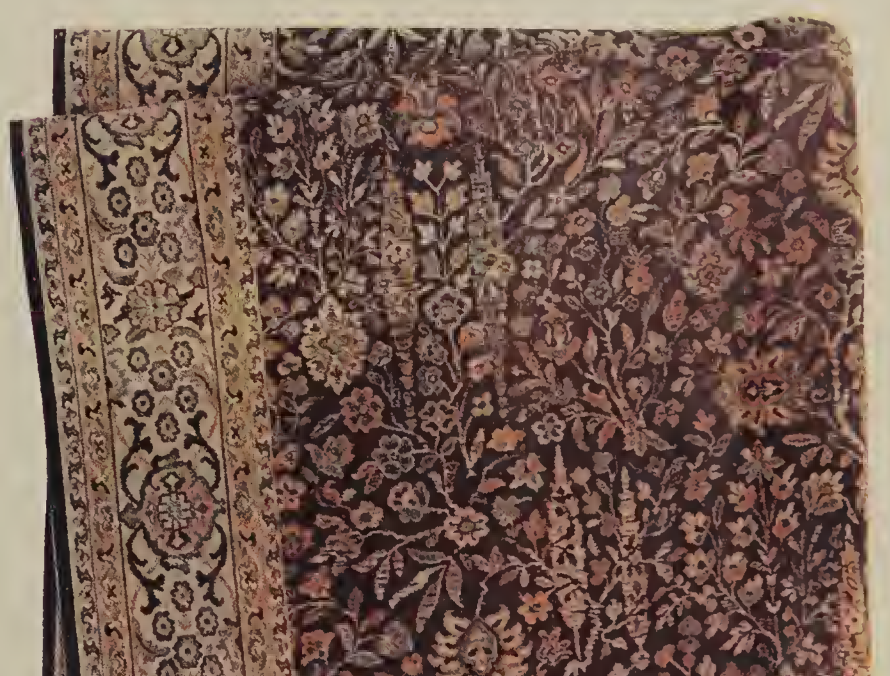
PATTERN 4204-K

27 x 54 36 x 63 8.3 x 10.6 9 x 12 9 x 15



PATTERN 4207-A

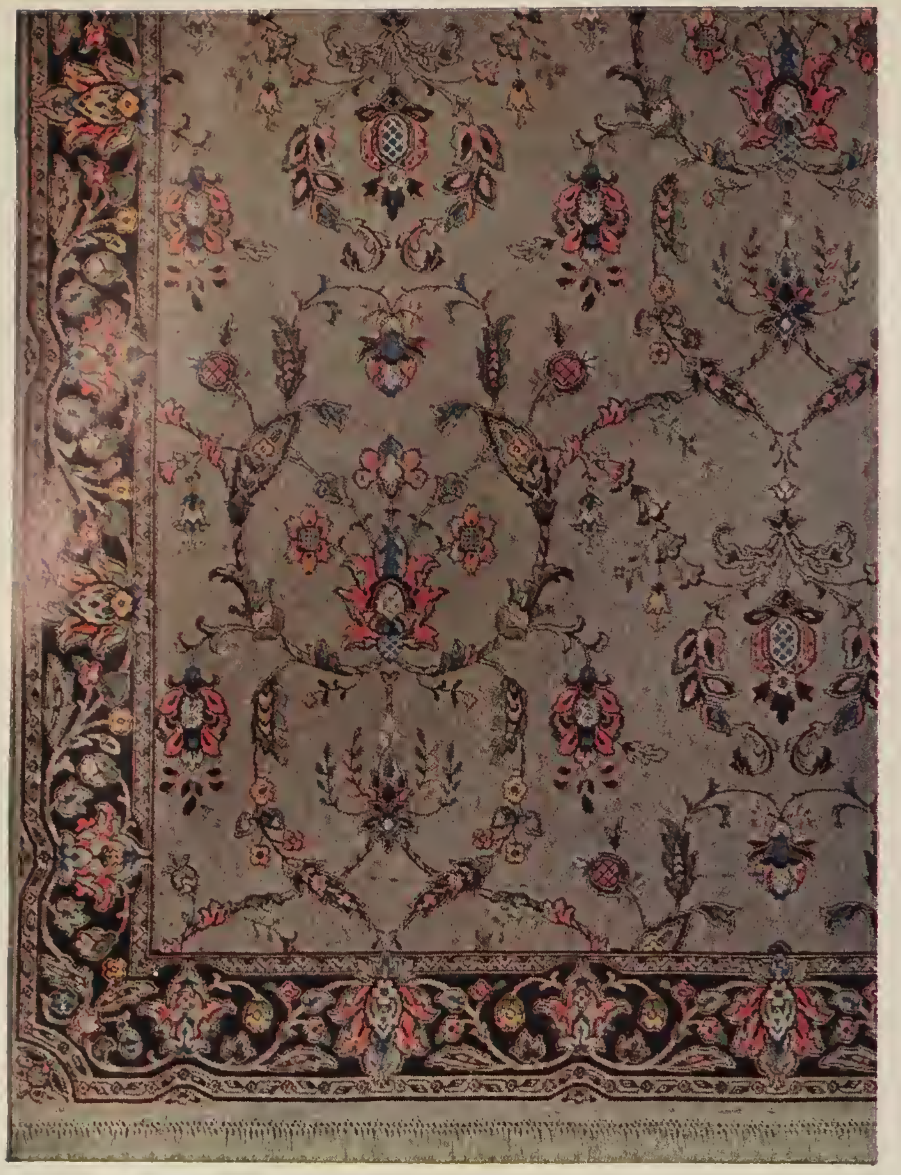
27 x 54 8.3 x 10.6 9 x 12



PATTERN 4200-E

27 x 54 8.3 x 10.6 9 x 12

# Royal Akbar Seamless Wilton Rugs

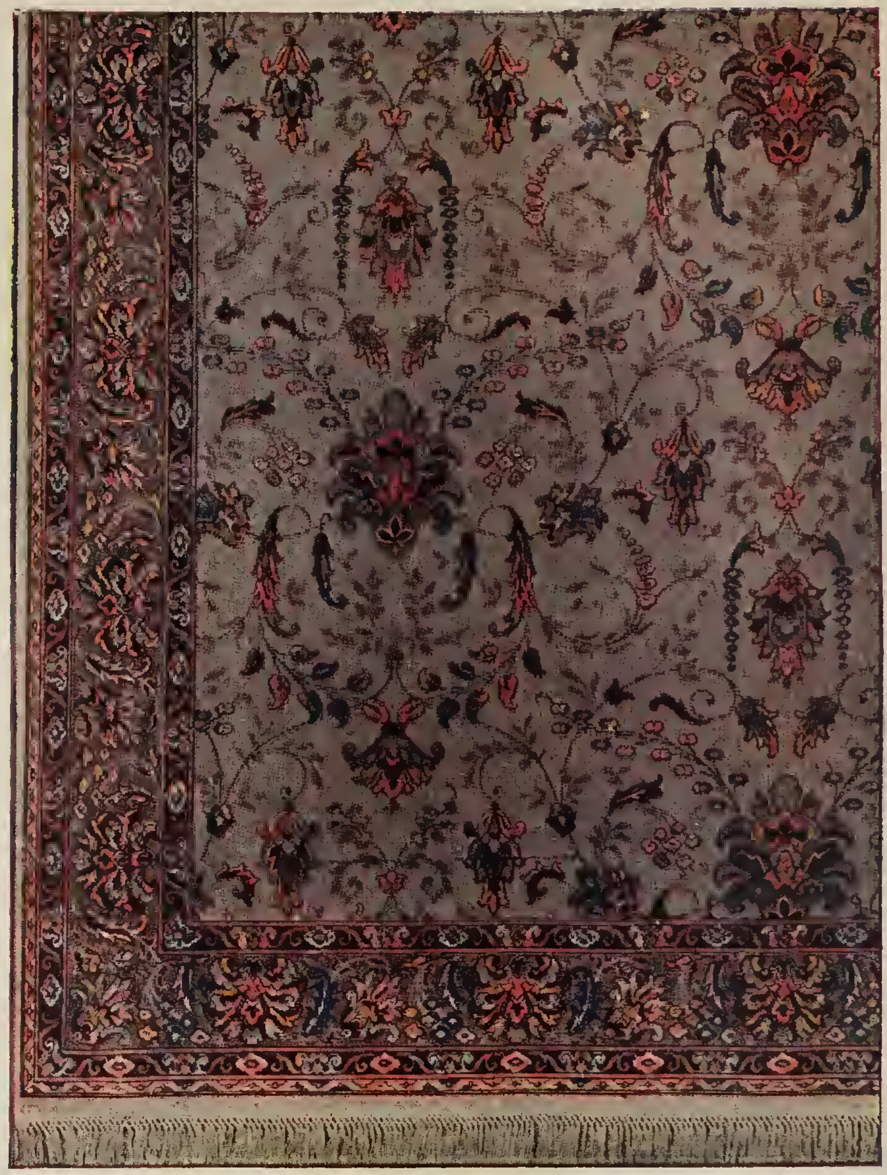


PATTERN 4208-N

22½ x 36
27 x 54
36 x 63
4.6 x 7.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 15

RUNNERS

2.3 x 9
2.3 x 12
2.3 x 15
3 x 9
3 x 12
3 x 15

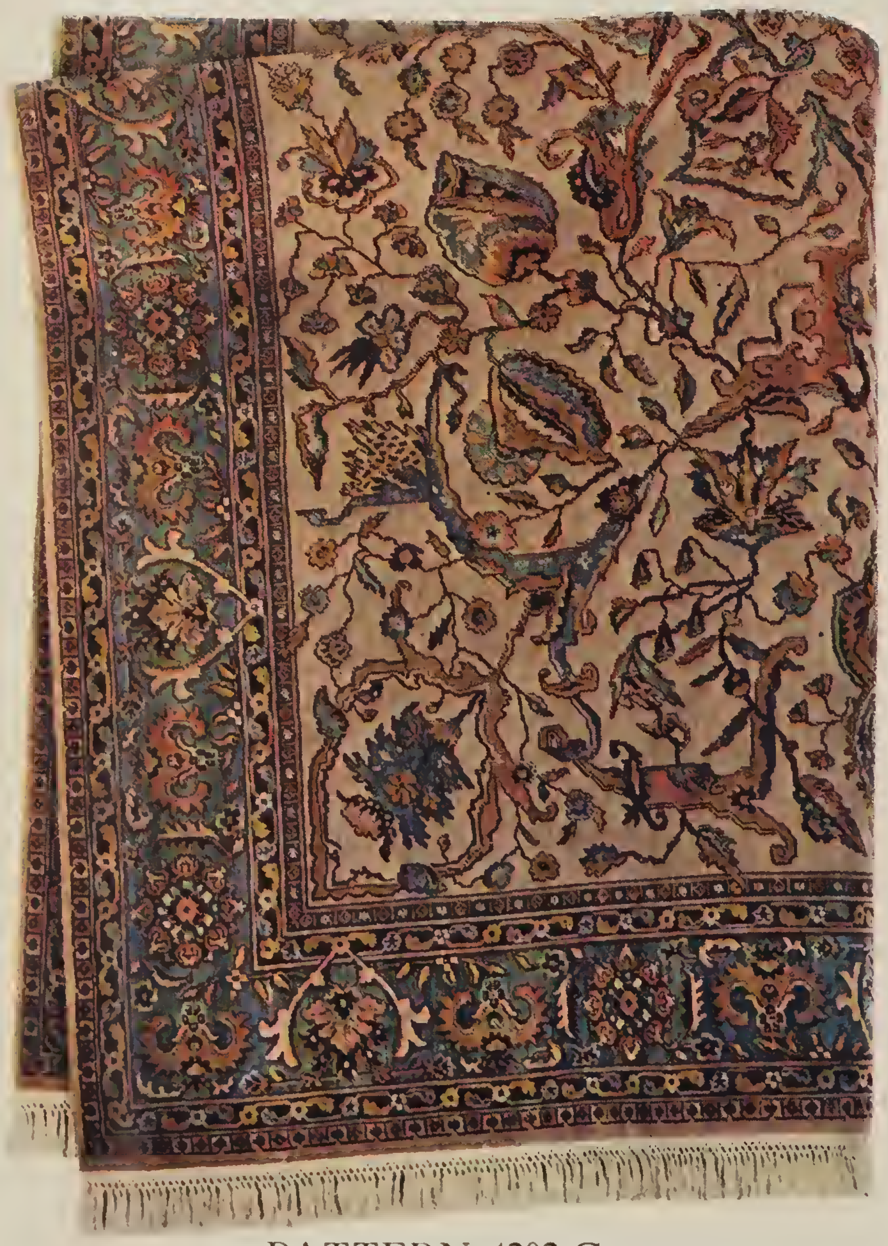


PATTERN 4209-A

27 x 54
36 x 63
4.6 x 7.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 13.6
11.3 x 15

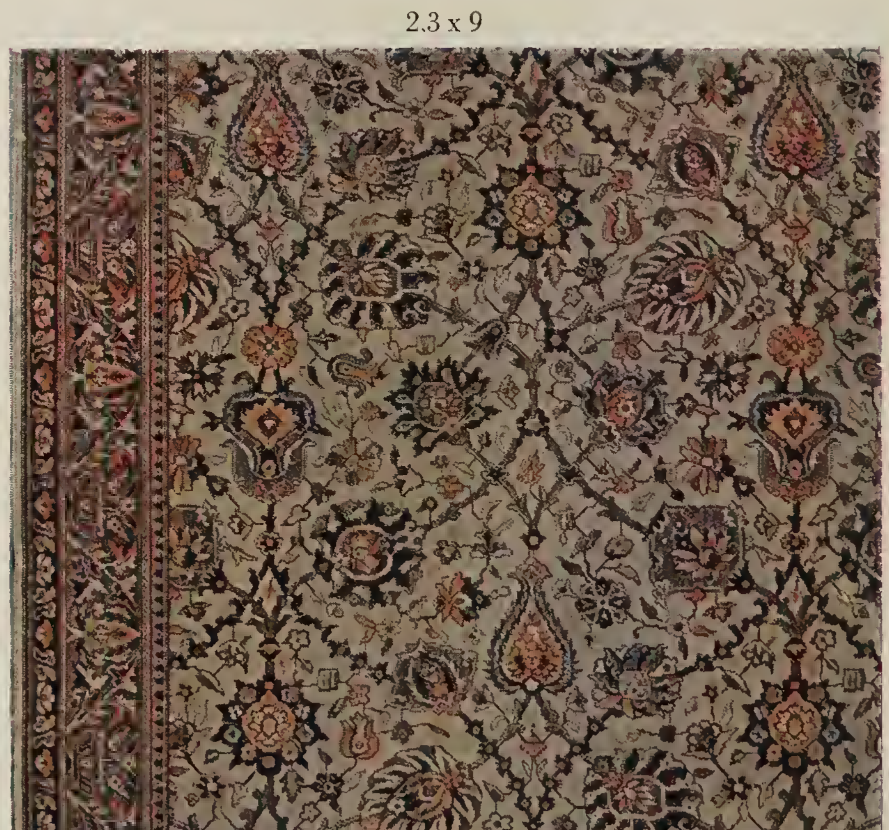
RUNNERS

2.3 x 9



PATTERN 4202-C

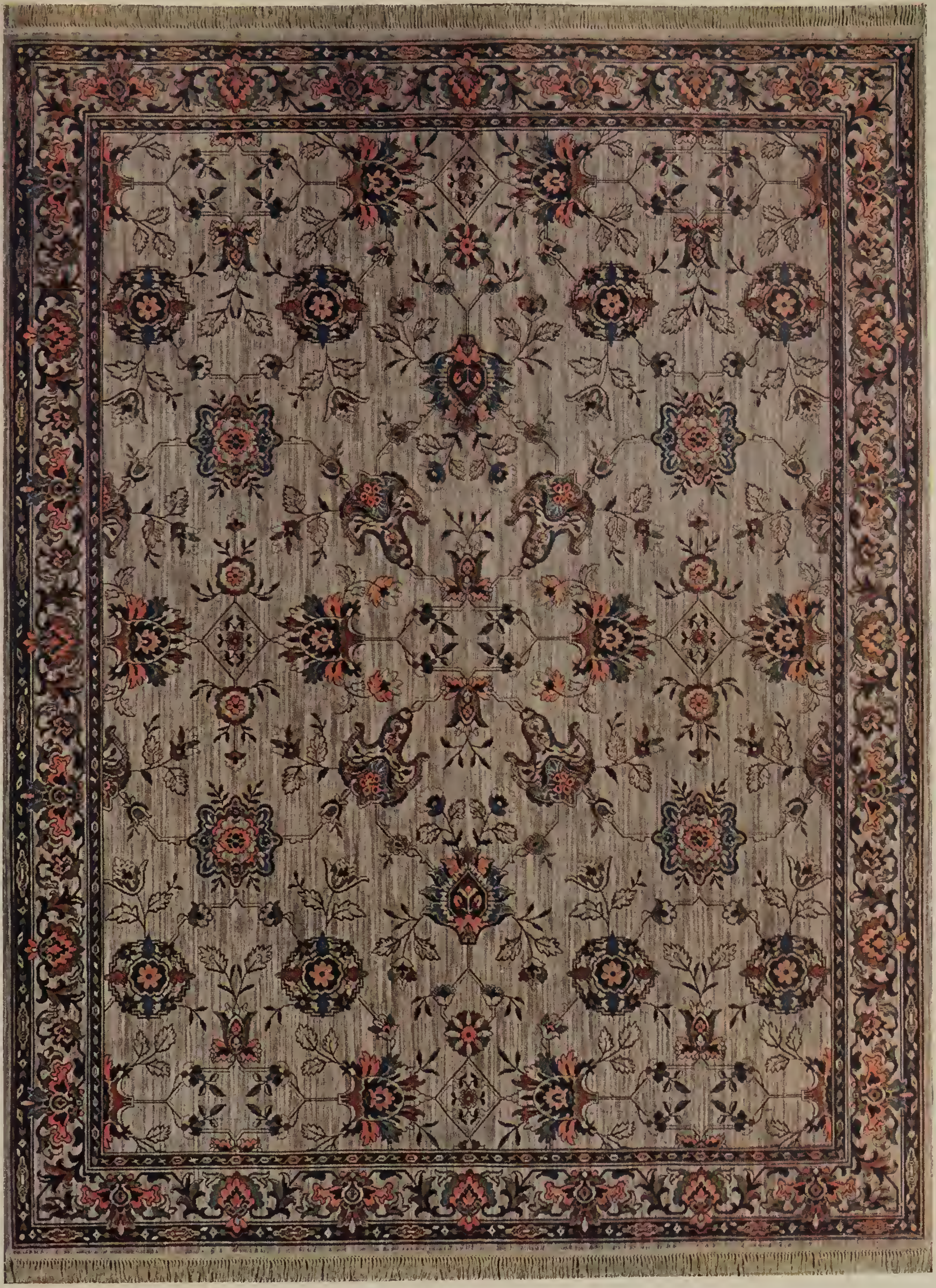
27 x 54
8.3 x 10.6
9 x 12



PATTERN 4212-C

27 x 54
36 x 63
4.6 x 7.6
6 x 9
8.3 x 10.6
9 x 12
9 x 15
9 x 18
9 x 21
11.3 x 12
11.3 x 13.6
11.3 x 15

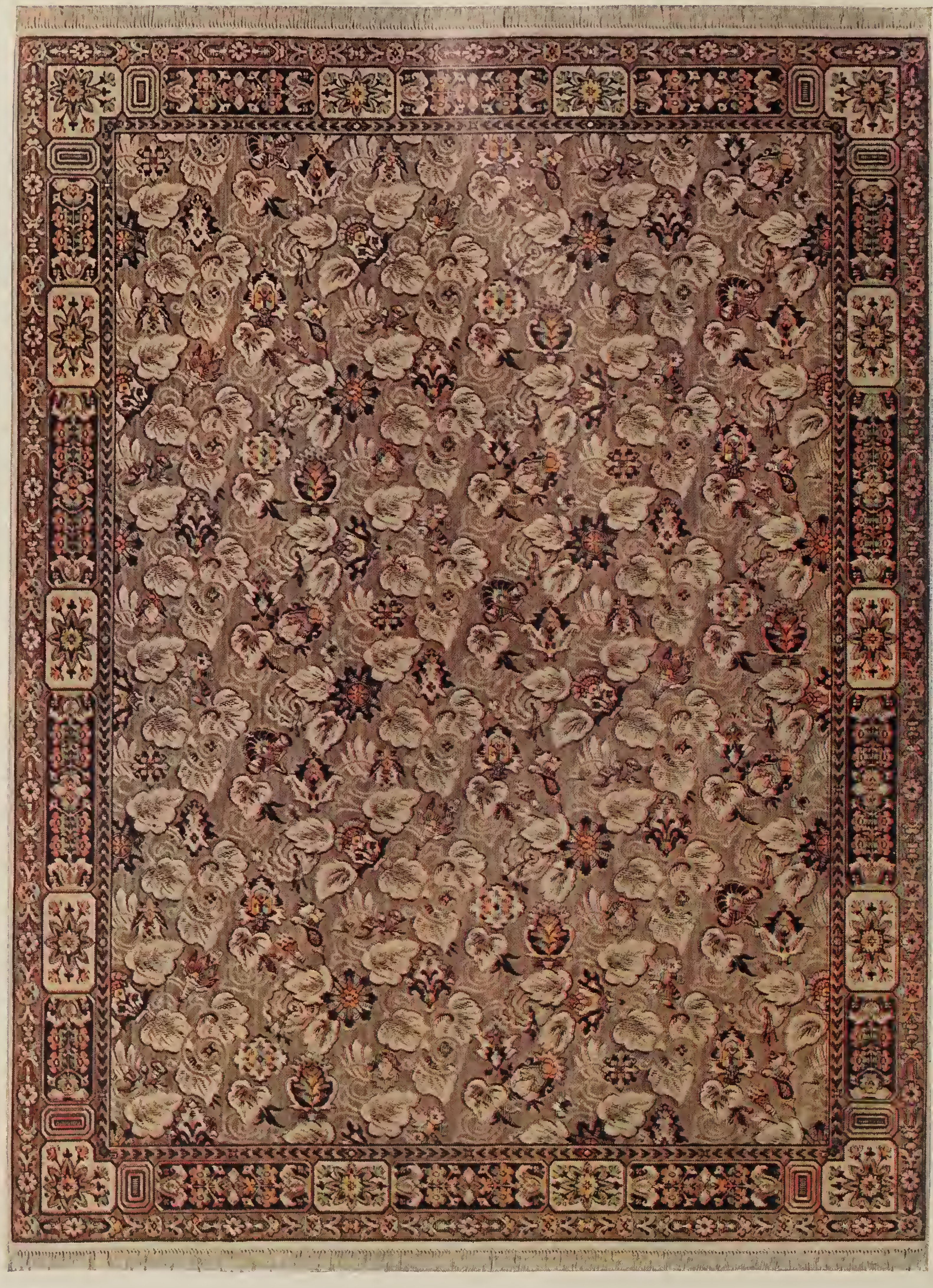
# Royal Araby Seamless Wilton Rug



PATTERN 2604-C

| | | | | |
|---|---|---|---|---|
| 27 x 54 | 36 x 63 | 8.3 x 10.6 | 9 x 12 | 9 x 15 |

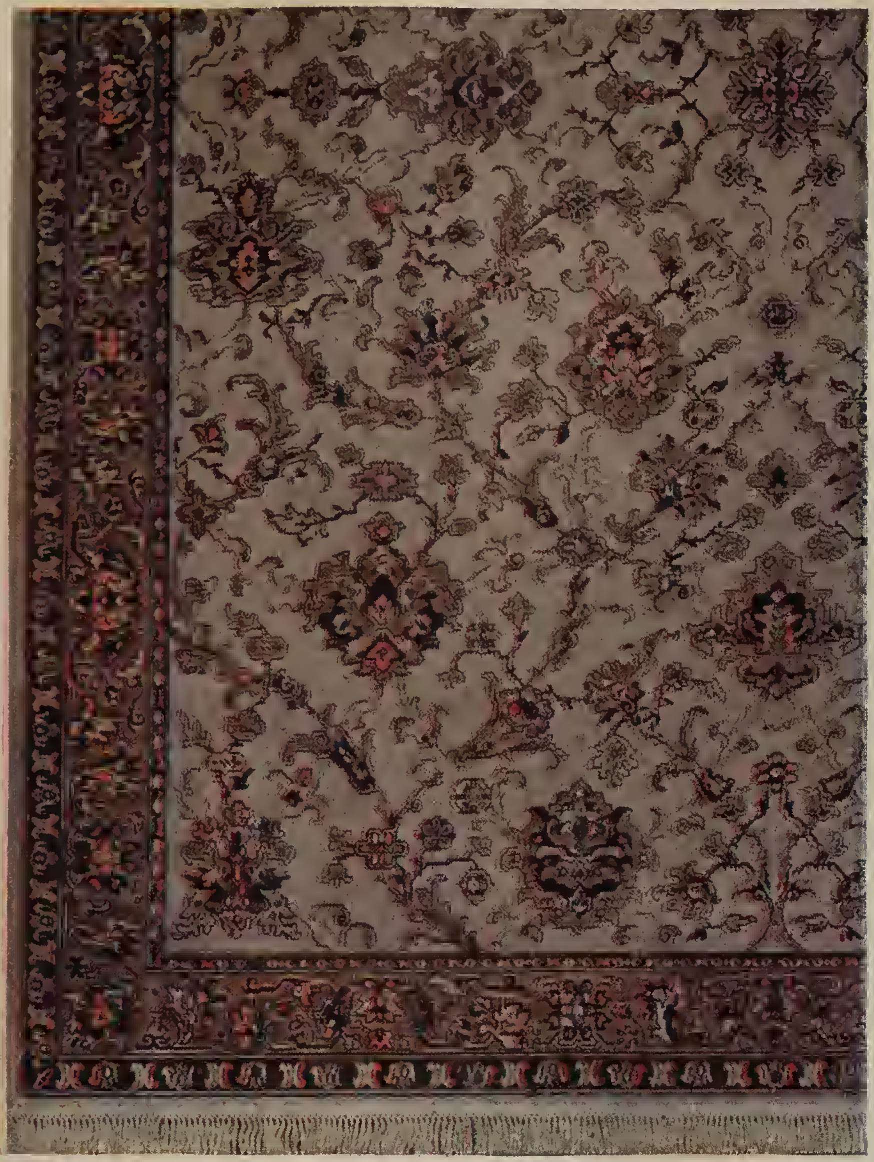
# Royal Araby Seamless Wilton Rug



**PATTERN 2610-C**

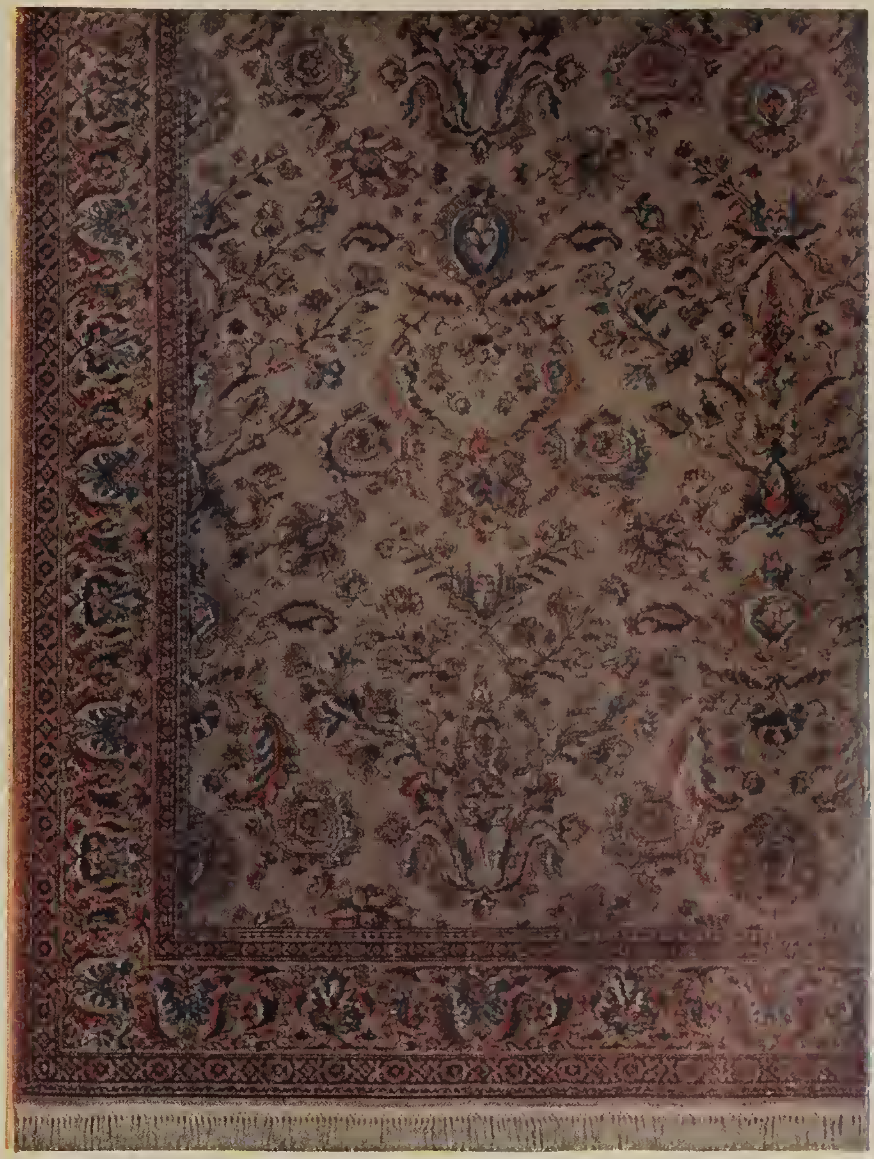
| | | | |
|---|---|---|---|
| 27 x 54 | 36 x 63 | 8.3 x 10.6 | 9 x 12 |

# Royal Araby Seamless Wilton Rugs



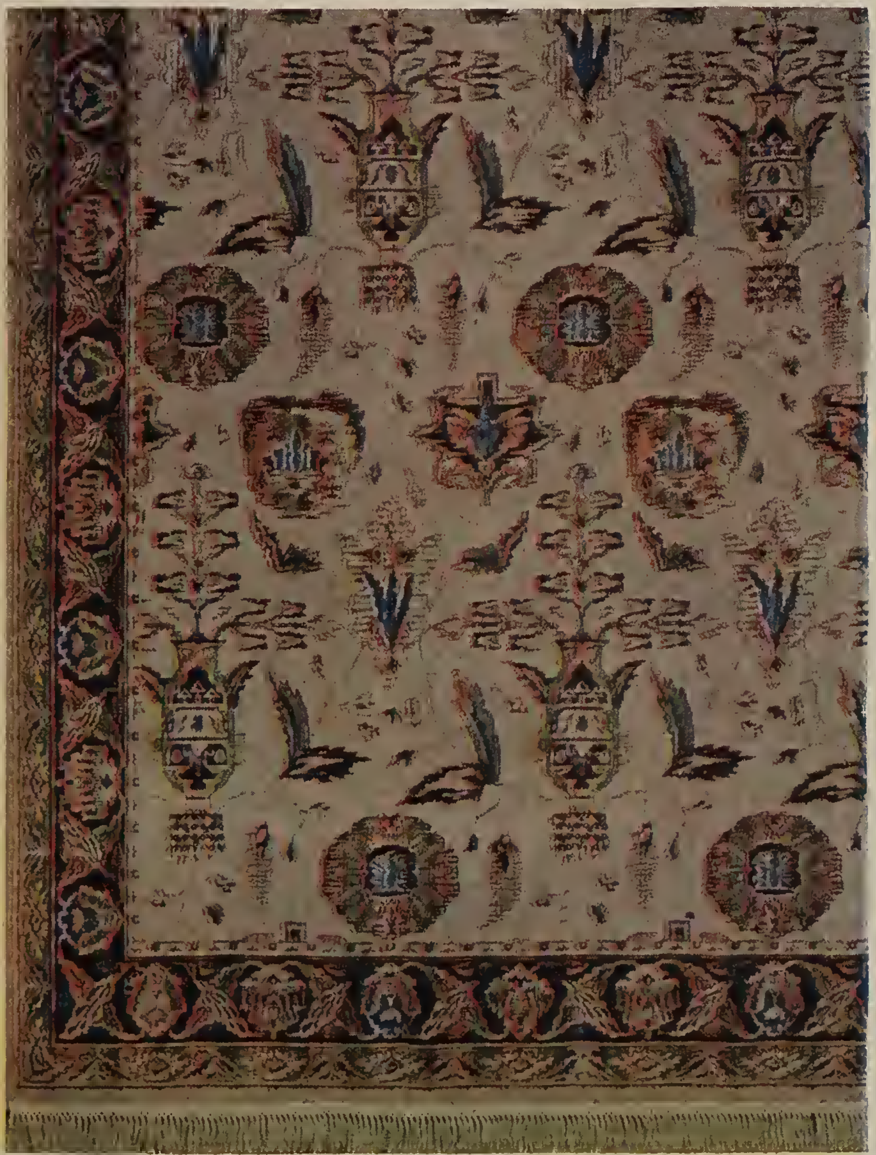
PATTERN 2609-C

27 x 54　36 x 63　8.3 x 10.6　9 x 12



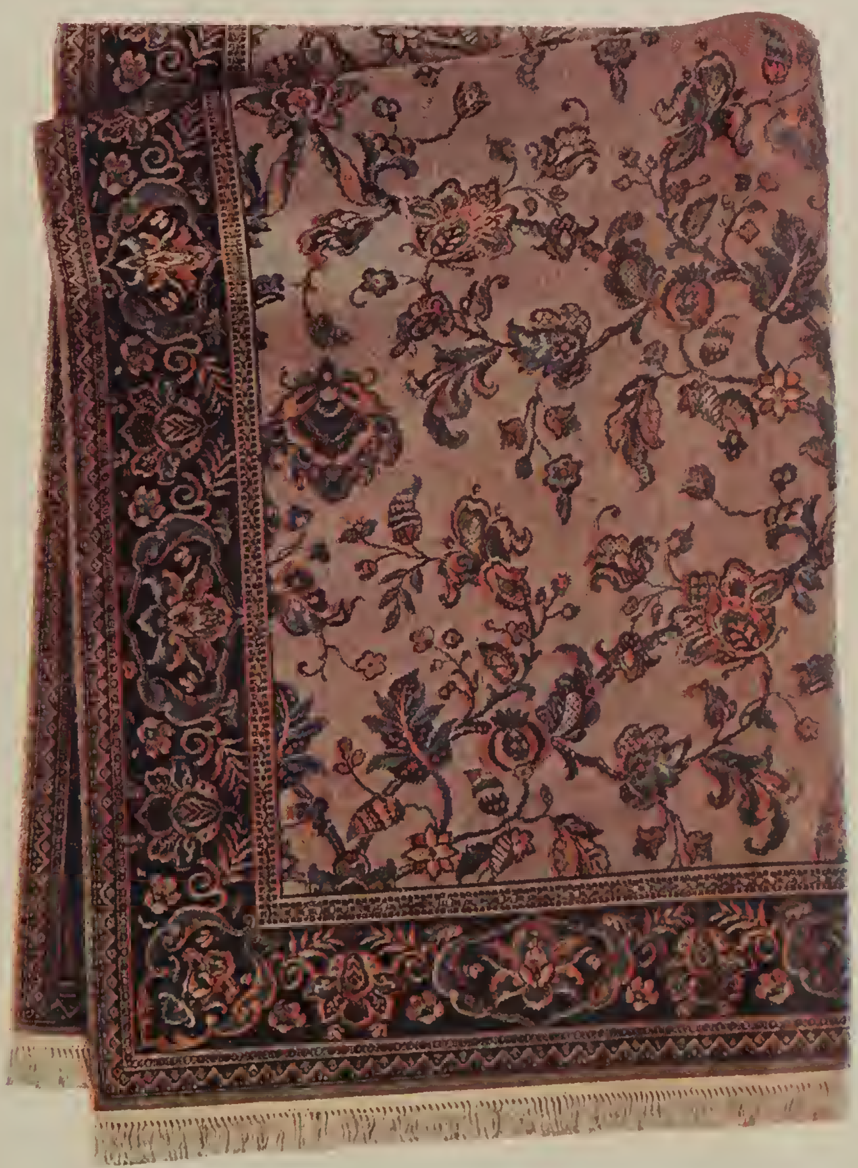
PATTERN 2611-N

27 x 54　8.3 x 10.6　9 x 12



PATTERN 2602-H

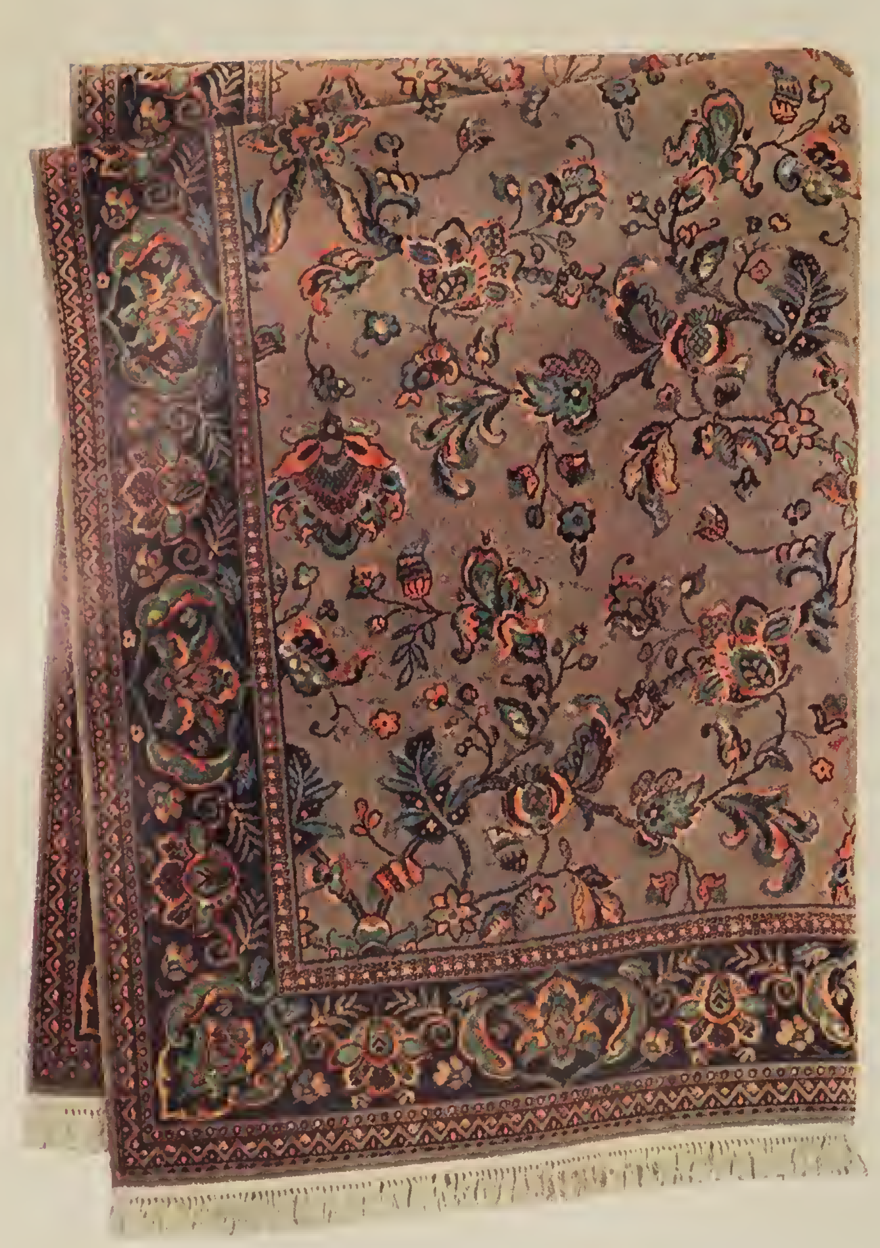
27 x 54　36 x 63　9 x 12　9 x 15　11.3 x 15
8.3 x 10.6　11.3 x 12



PATTERN 2600-C

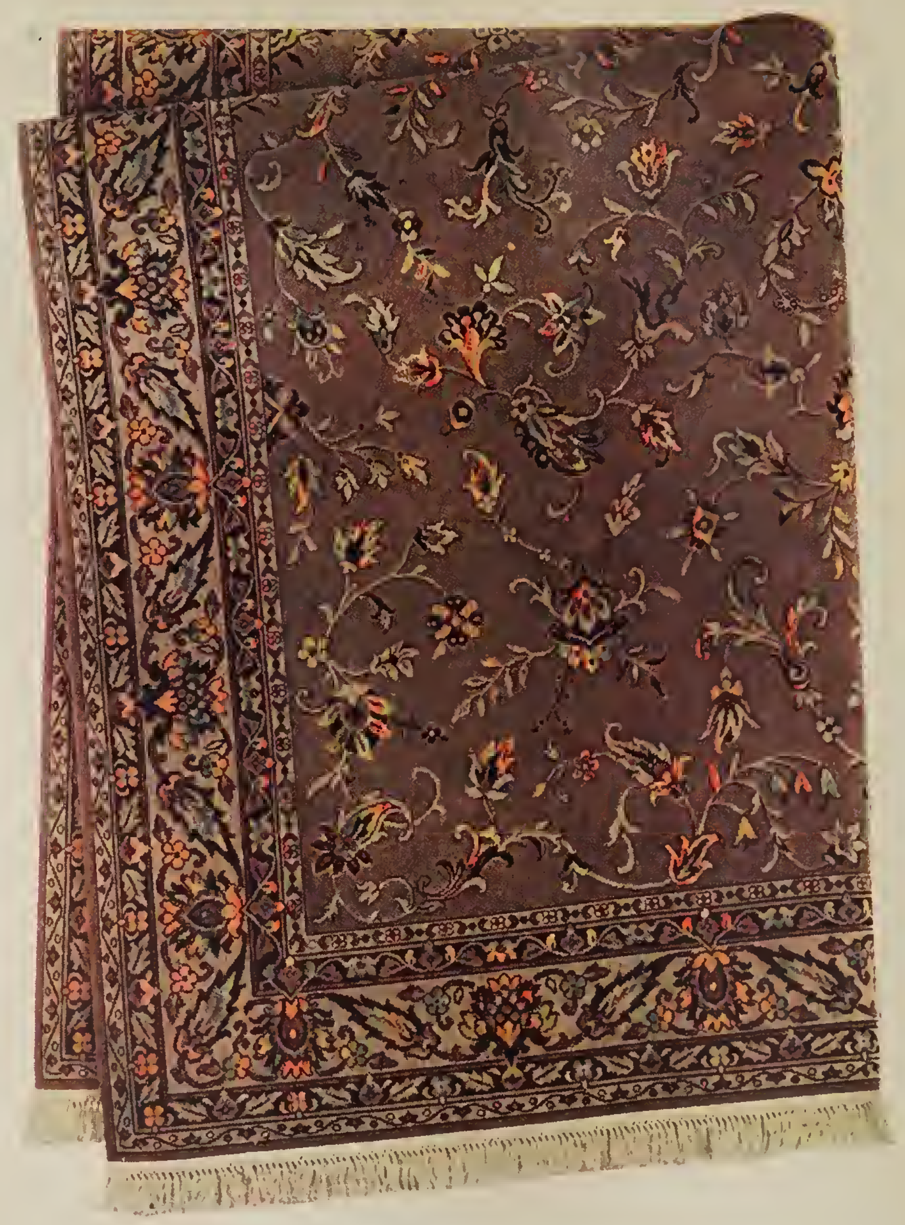
27 x 54　8.3 x 10.6　9 x 12

# Royal Araby Seamless Wilton Rugs



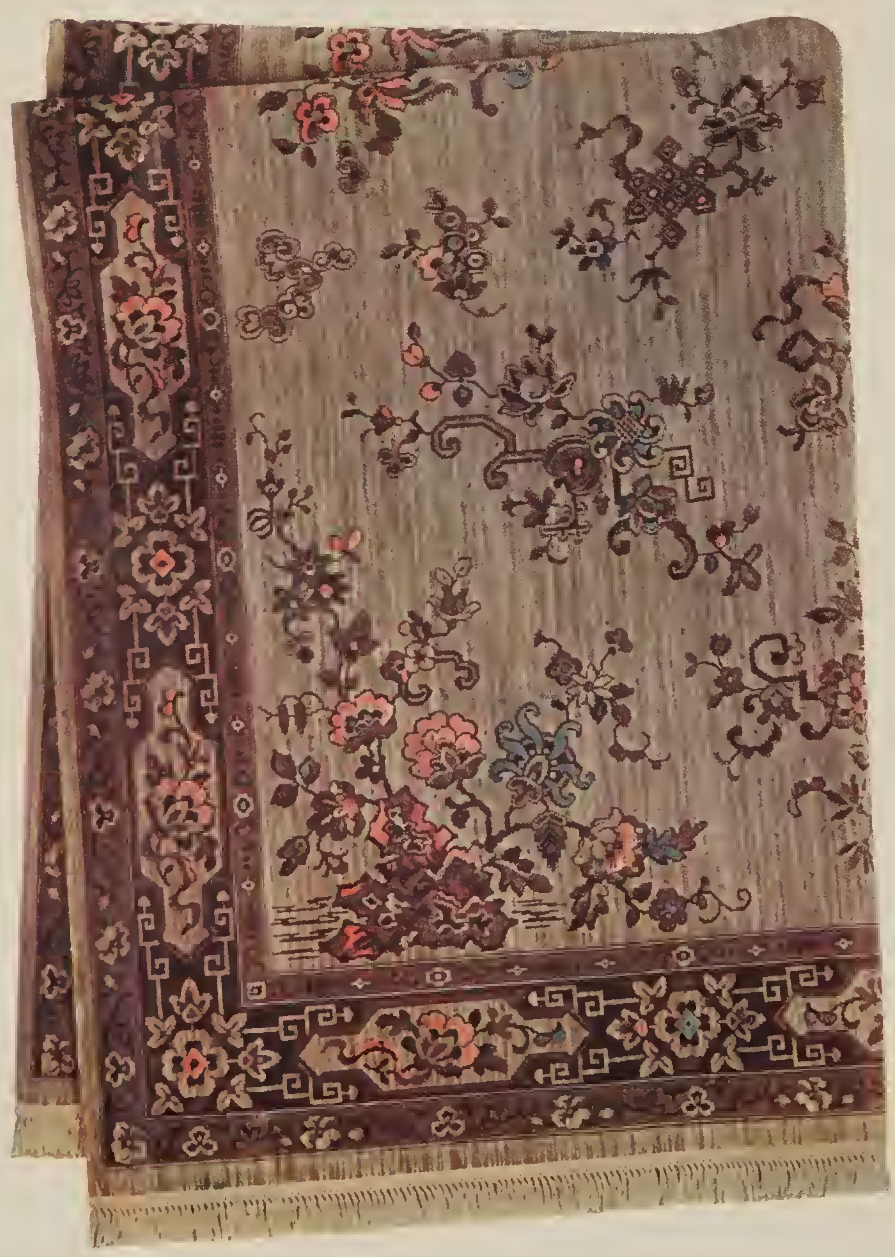
PATTERN 2600-T

27 x 54 36 x 63 8.3 x 10.6 11.3 x 12 11.3 x 15
9 x 12



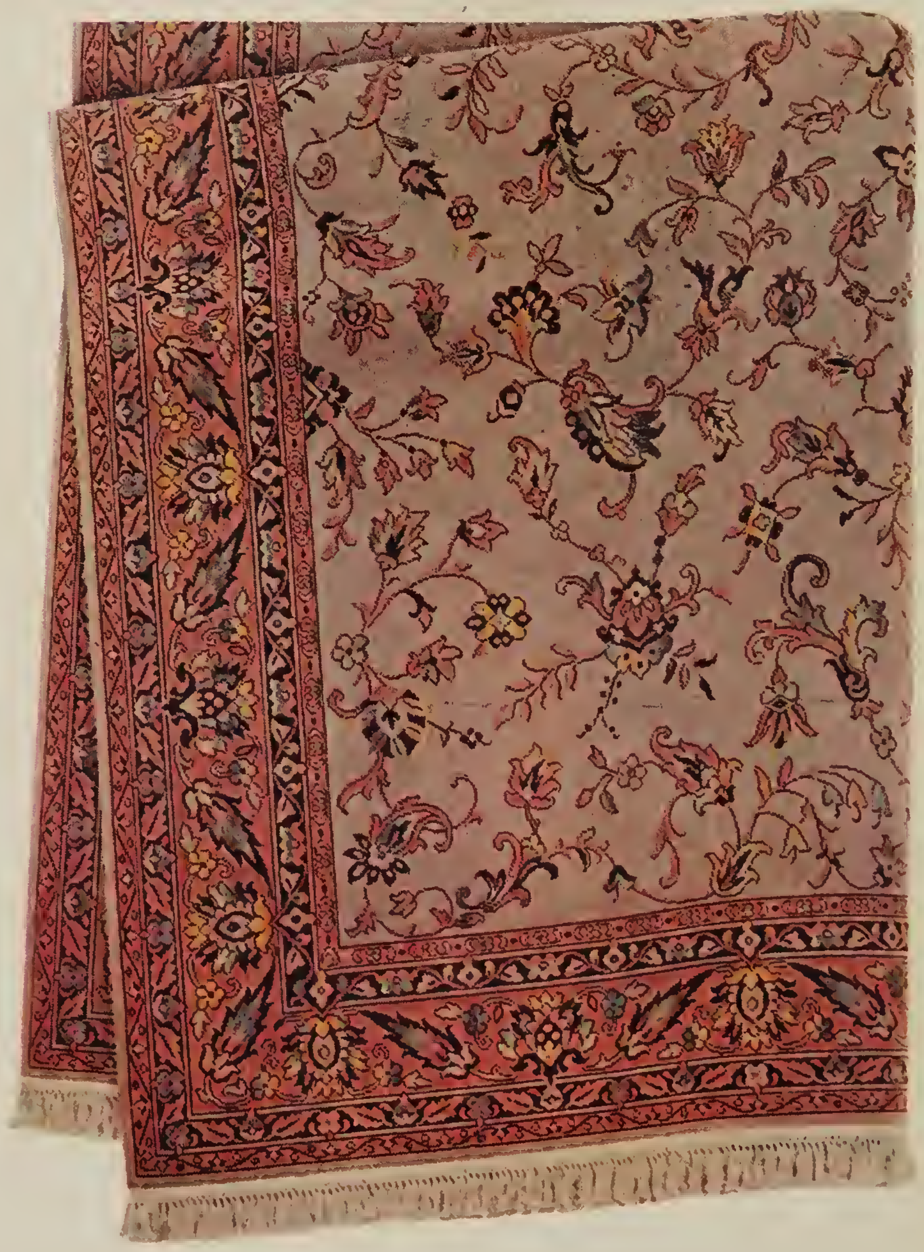
PATTERN 2601-T

27 x 54 8.3 x 10.6 9 x 12



PATTERN 2606-A

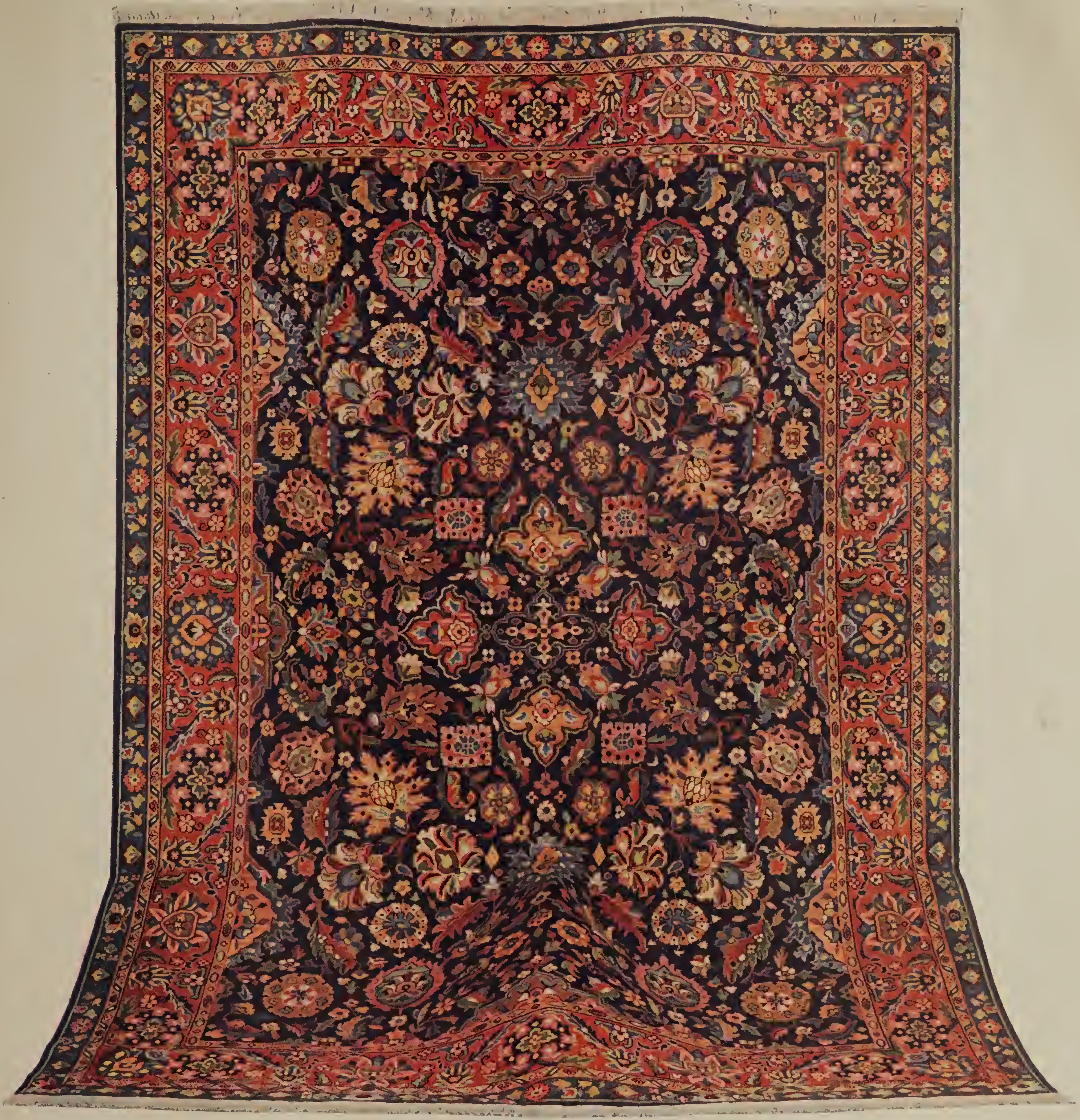
27 x 54 36 x 63 8.3 x 10.6 9 x 12 9 x 15



PATTERN 2601-H

27 x 54 8.3 x 10.6 9 x 12 9 x 15

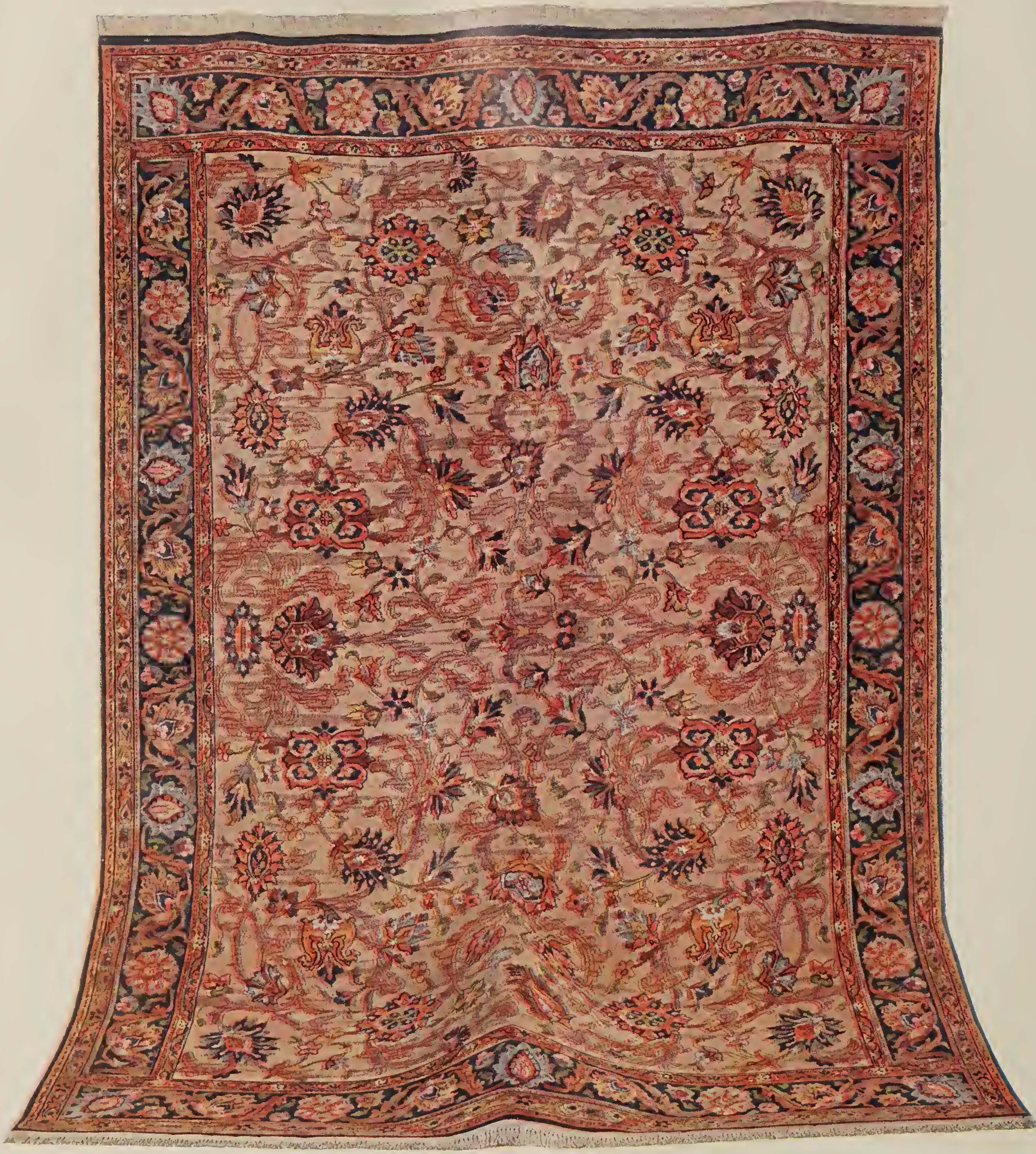
# Aristo Seamless Axminster Rug



PATTERN 8600

27 x 54 36 x 63 8.3 x 10.6 9 x 12

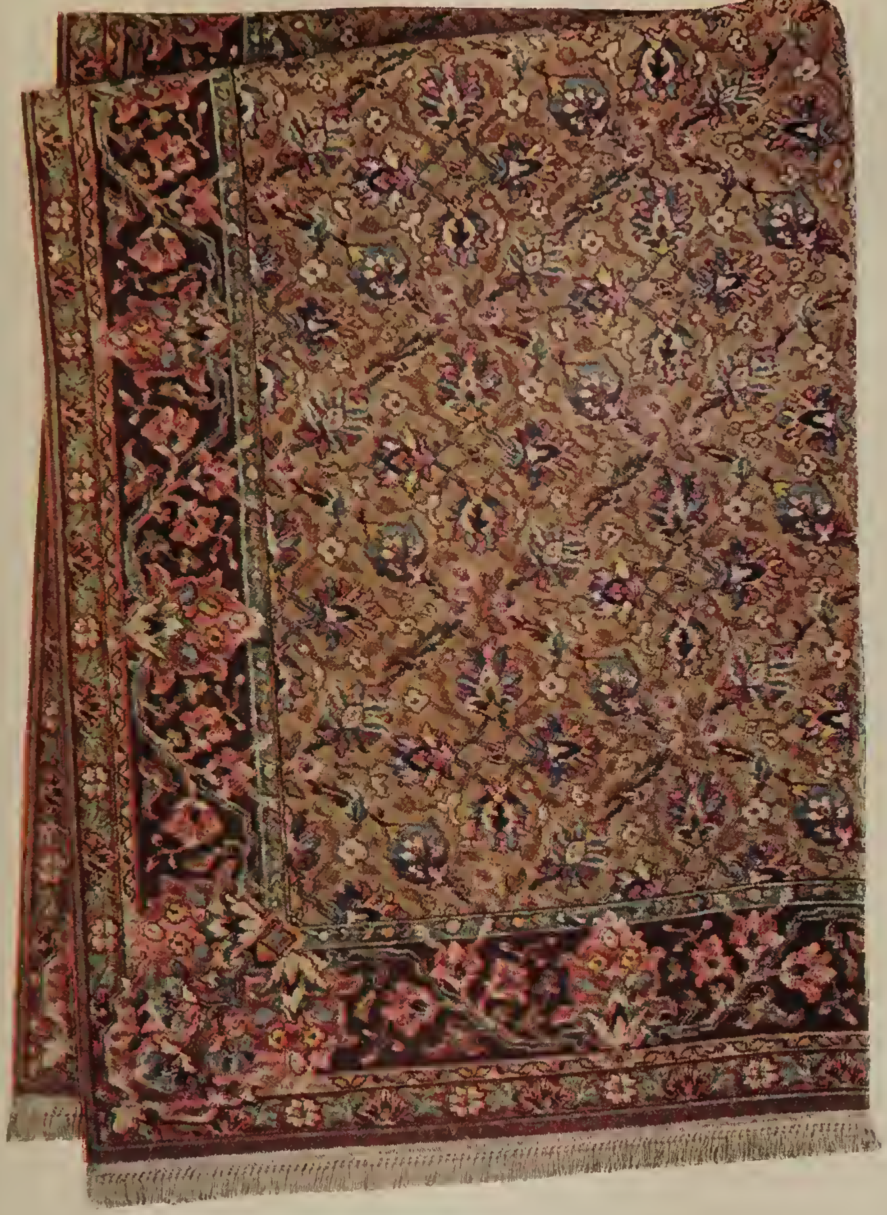
# Aristo Seamless Axminster Rug



PATTERN 8606

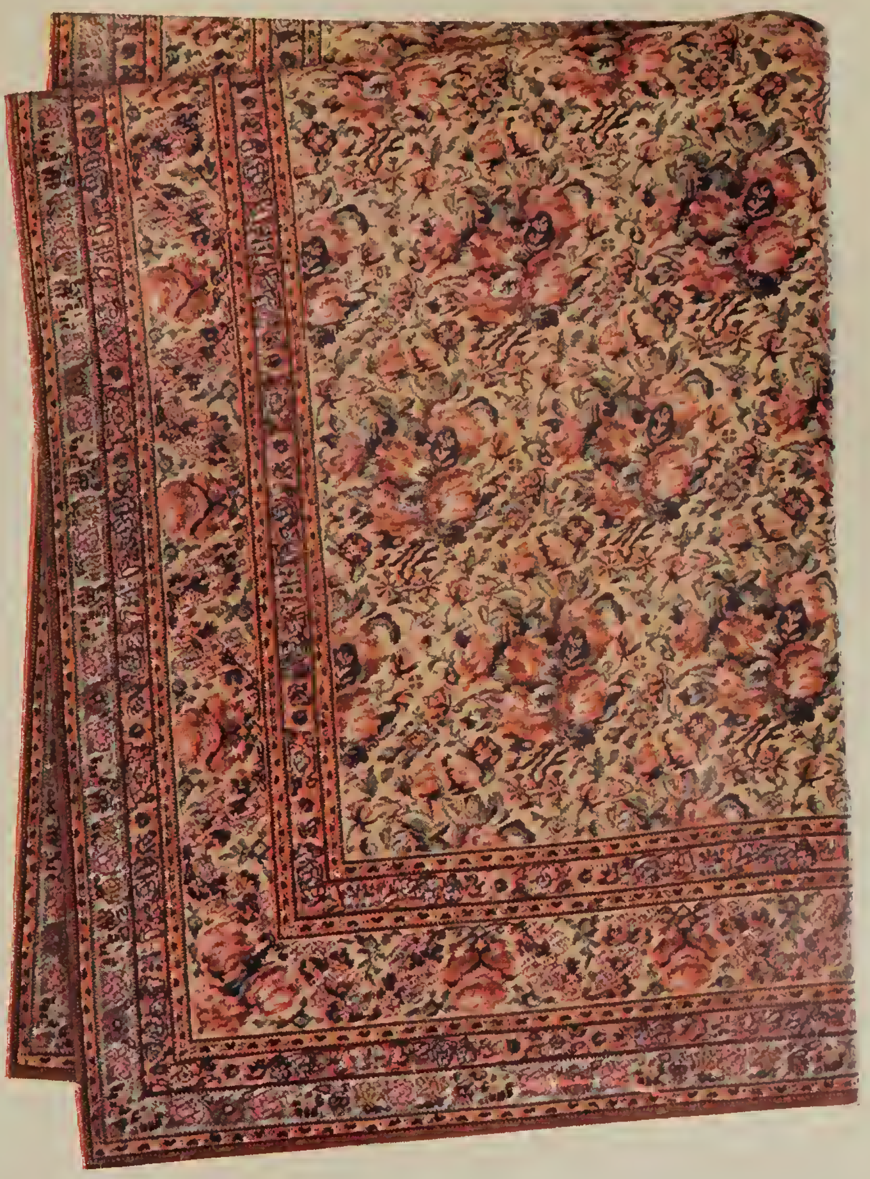
27 x 54
36 x 63
4.6 x 6.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15
11.3 x 12
11.3 x 15

# Aristo Seamless Axminster Rugs



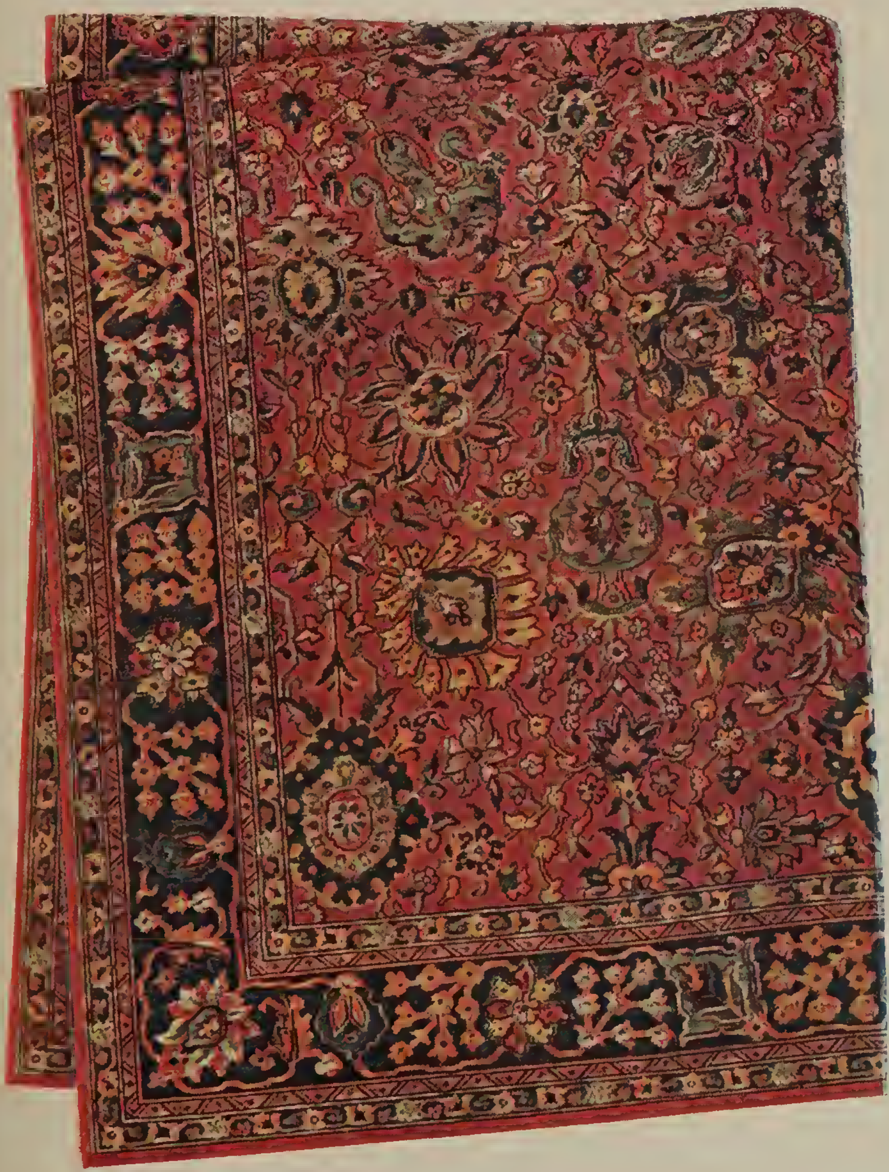
PATTERN 8605

27 x 54 8.3 x 10.6 9 x 12



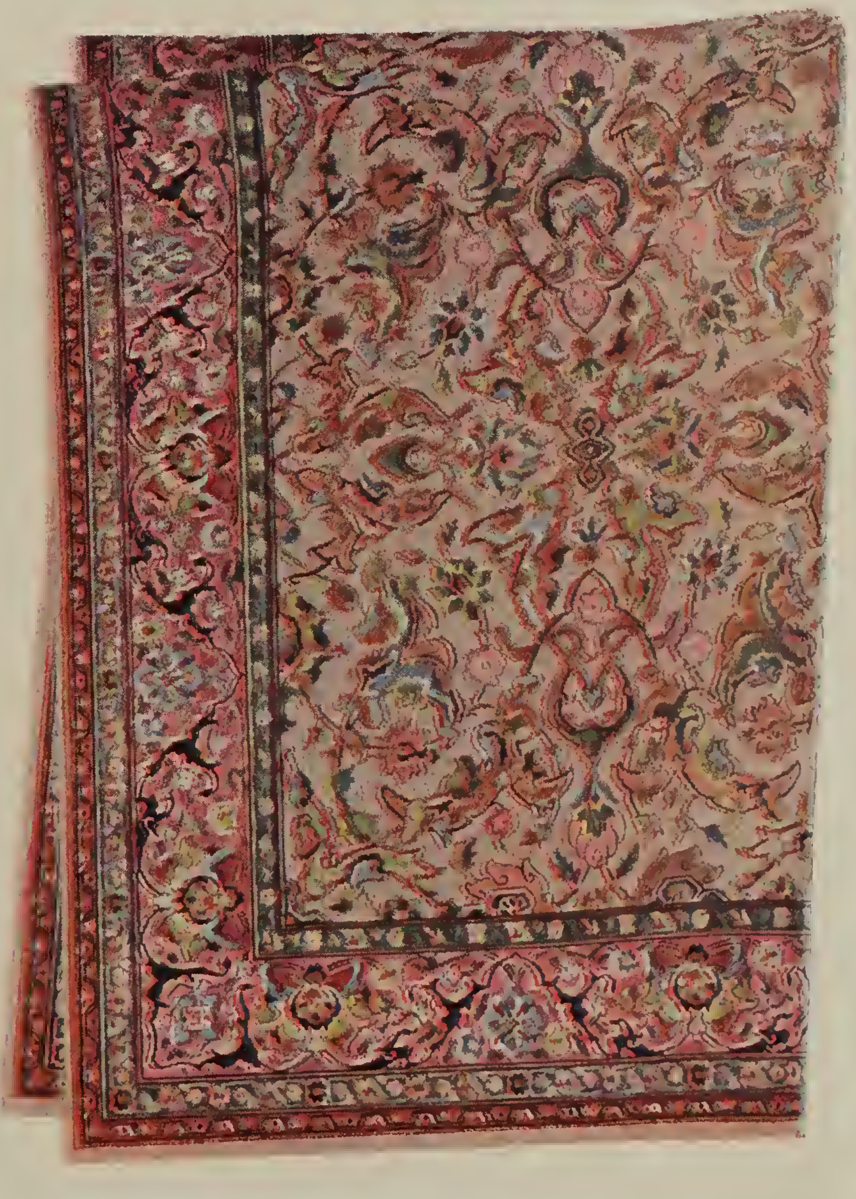
PATTERN 8602

27 x 54 8.3 x 10.6 9 x 12



PATTERN 8604

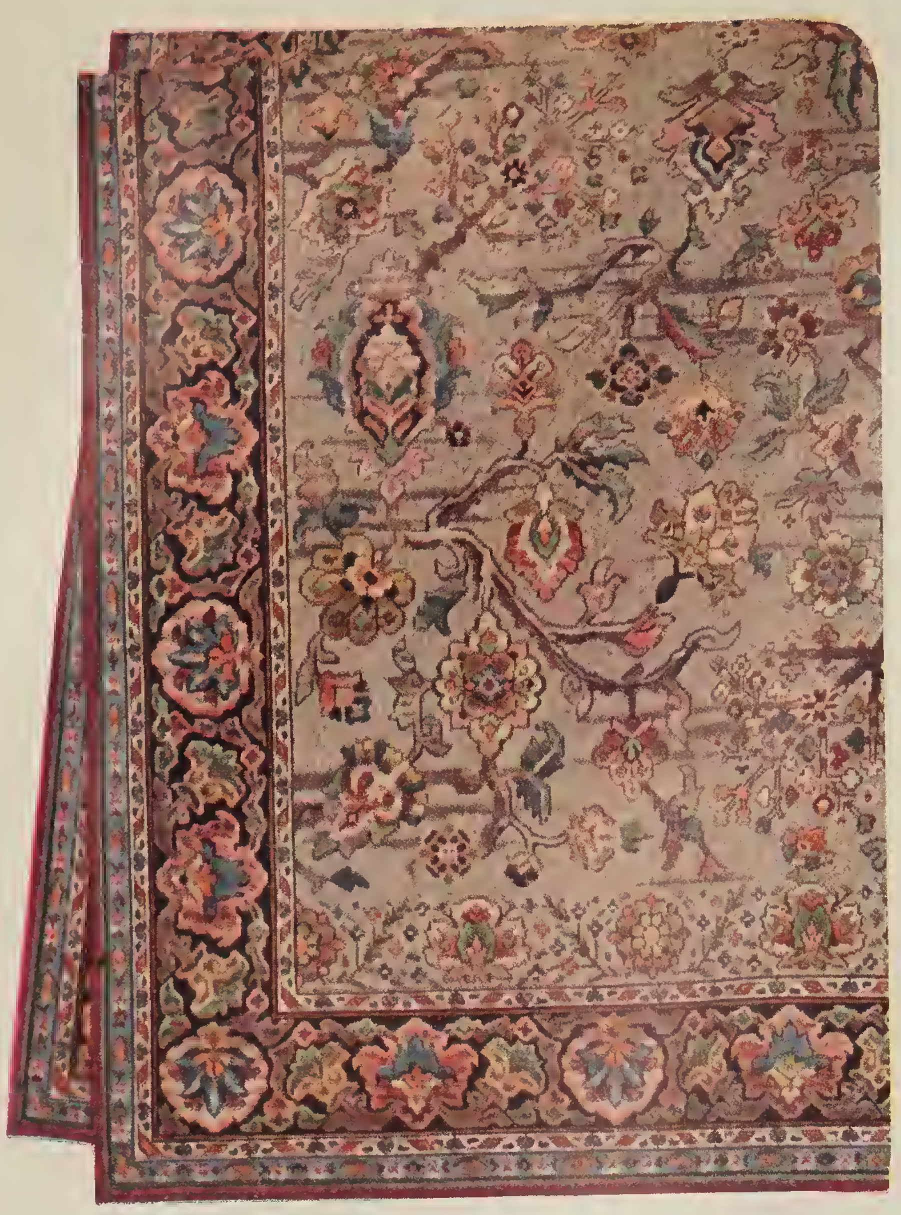
27 x 54 36 x 63 8.3 x 10.6 9 x 12



PATTERN 8601

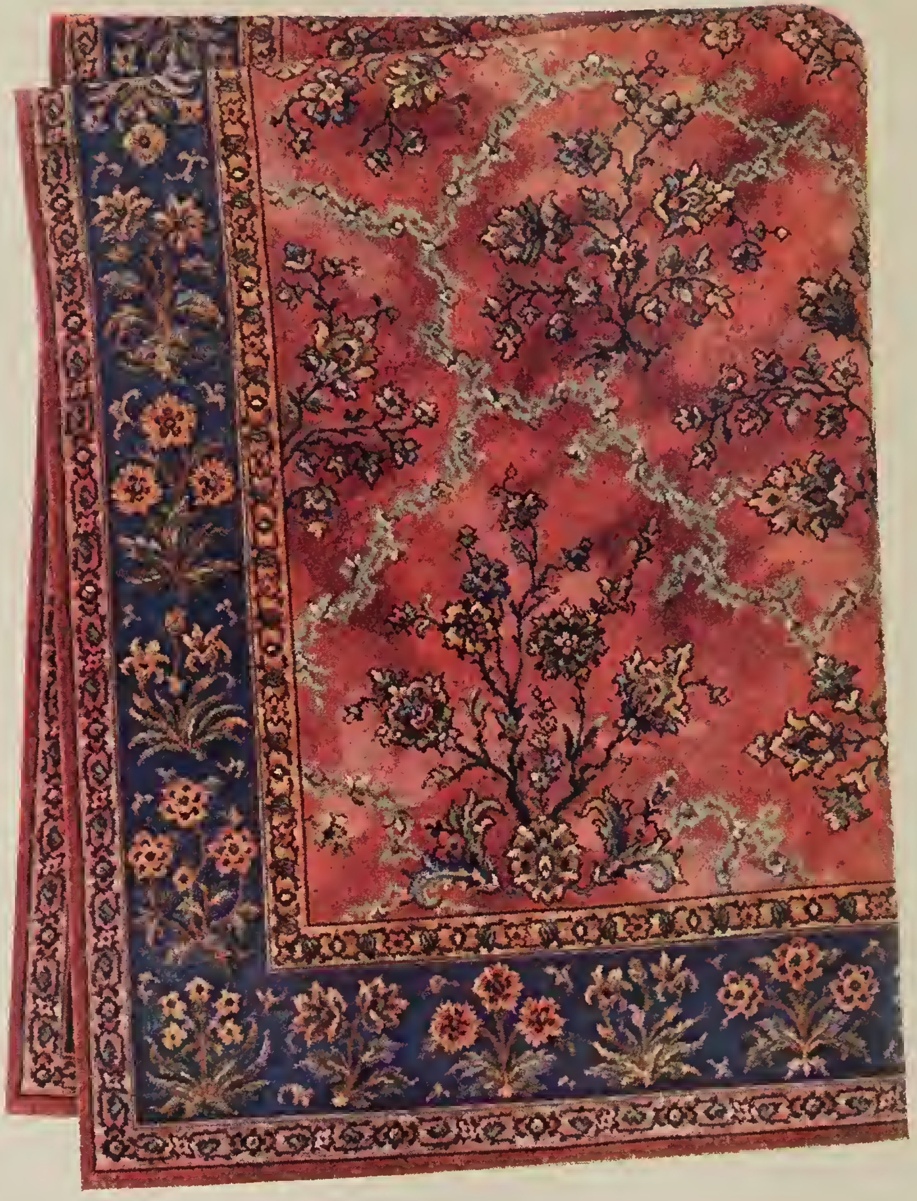
27 x 54 36 x 63 8.3 x 10.6 4.6 x 6.6 6 x 9 9 x 12 7.6 x 9

# Mohawk Seamless Axminster Rugs



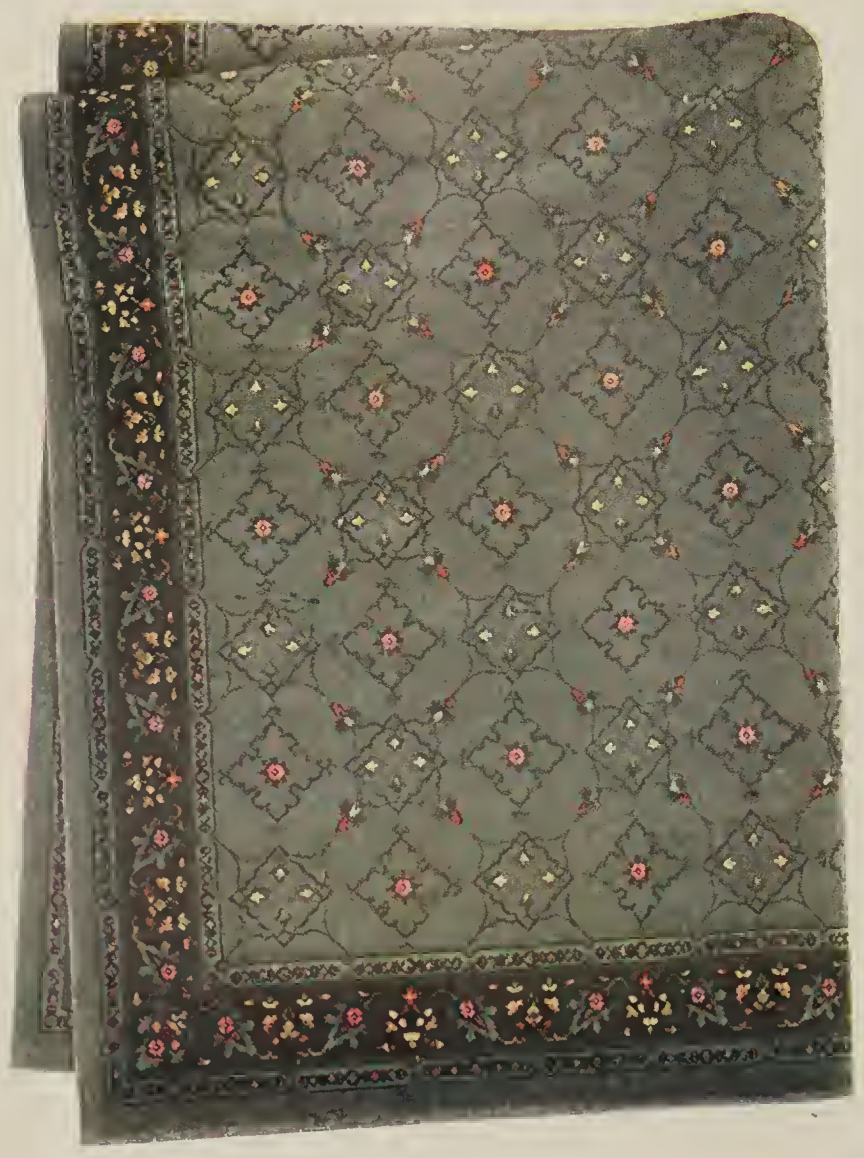
PATTERN 4607

27 x 54
36 x 63
4.6 x 6.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12
9 x 15
11.3 x 12
11.3 x 15



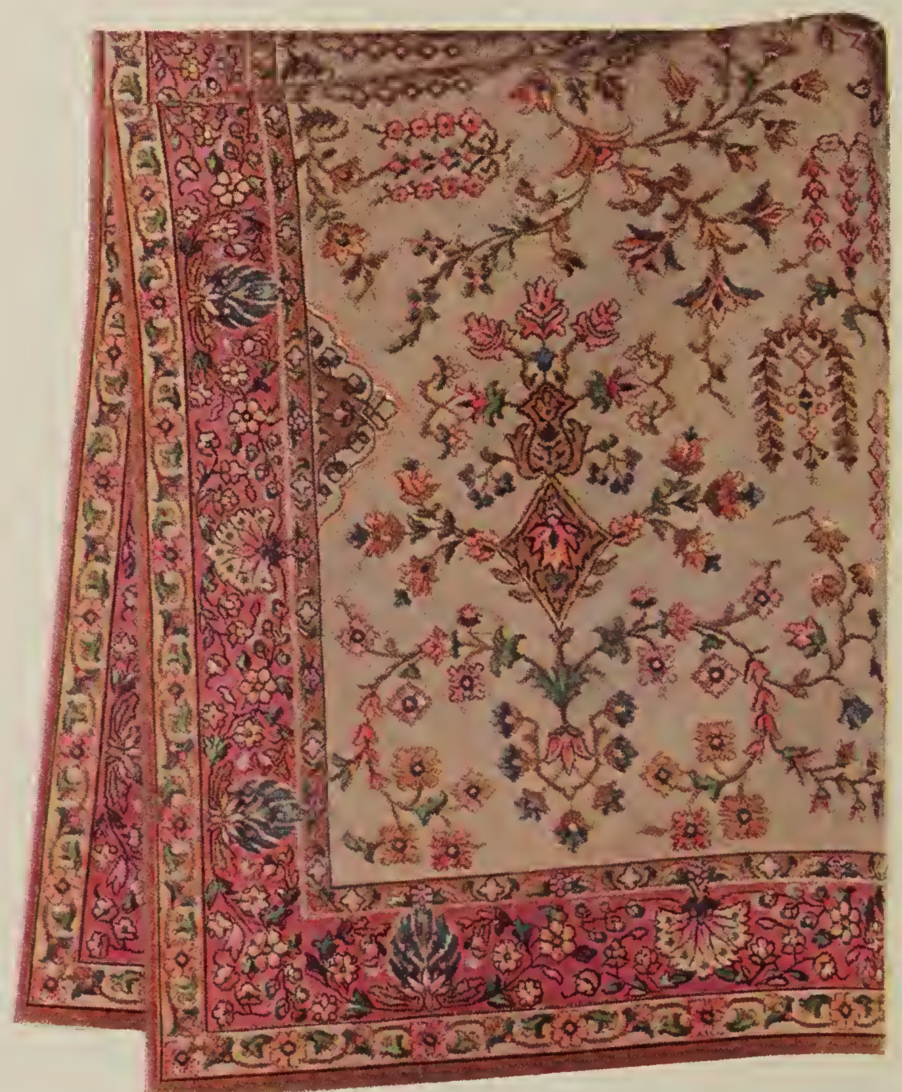
PATTERN 4602

27 x 54
8.3 x 10.6
9 x 12



PATTERN 4601

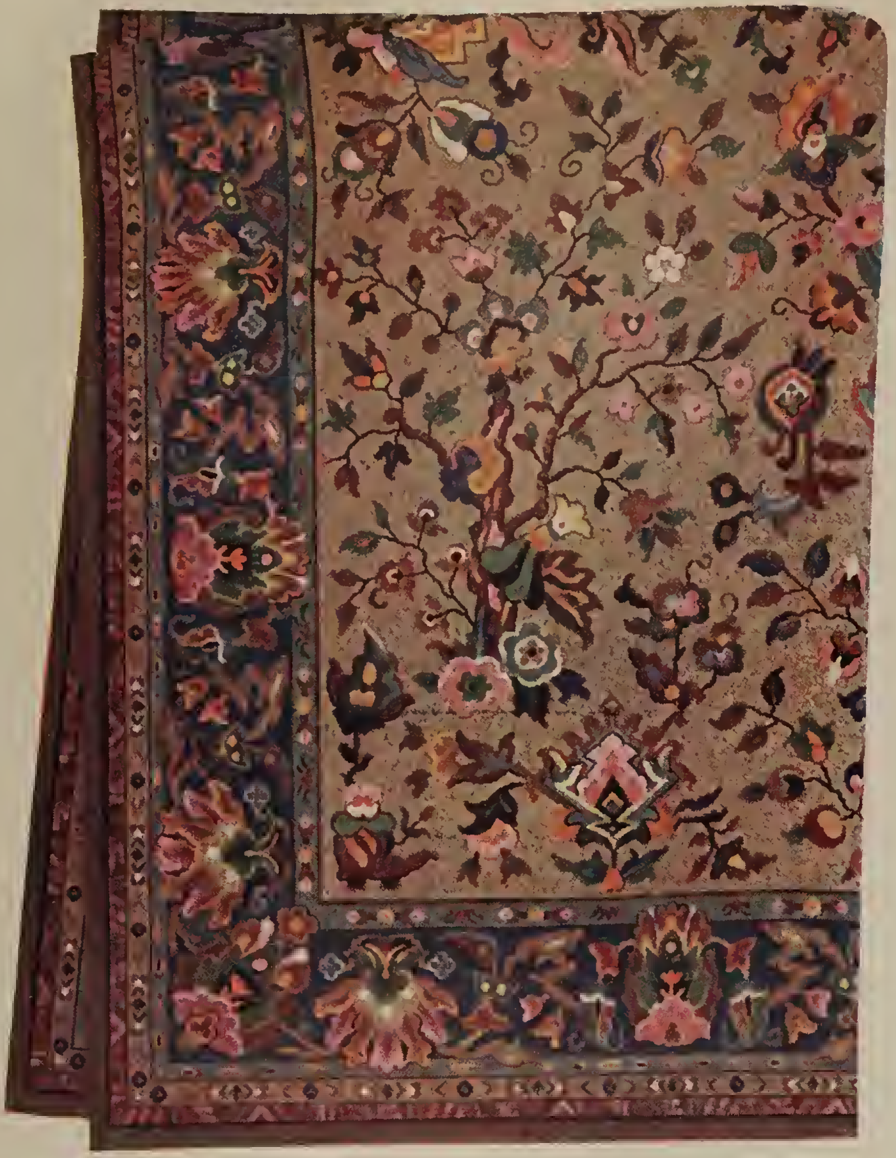
27 x 54
36 x 63
8.3 x 10.6
4.6 x 6.6
6 x 9
9 x 12
7.6 x 9



PATTERN 4600

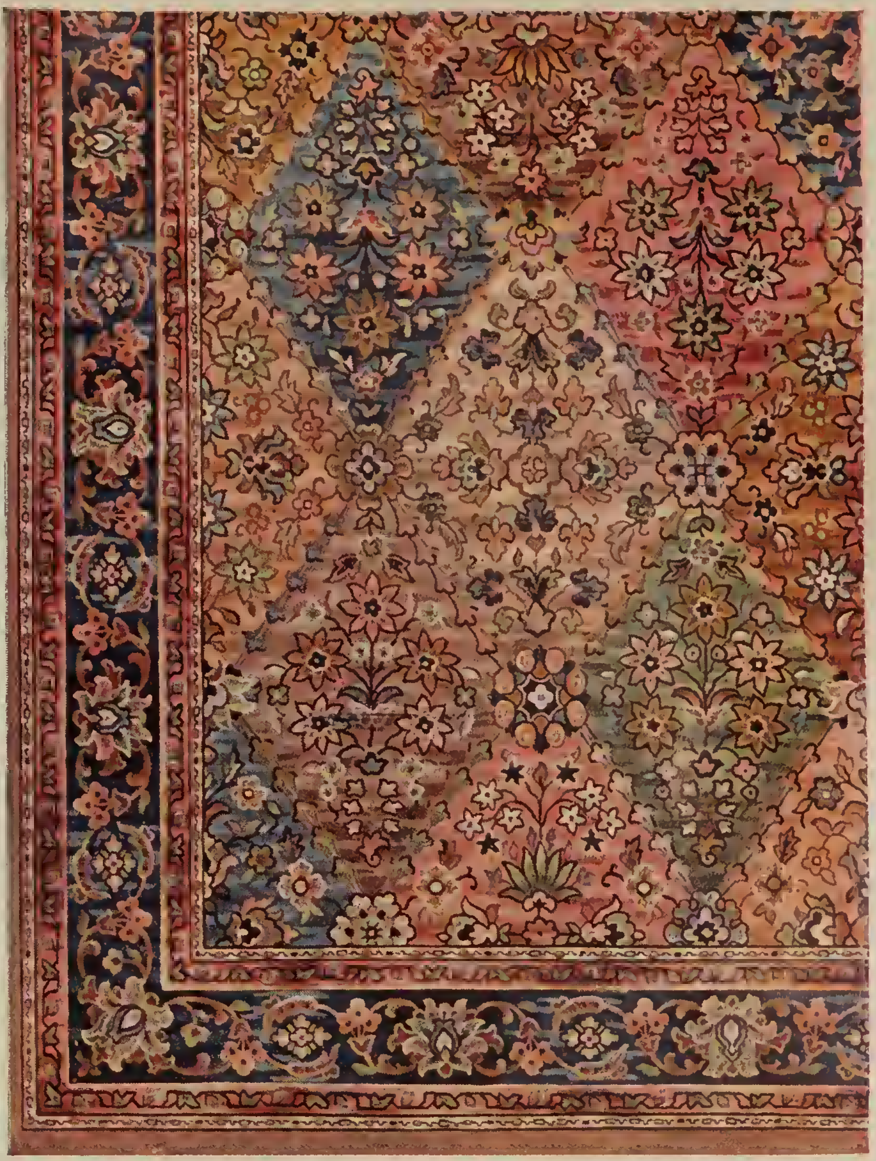
27 x 54
8.3 x 10.6
9 x 12

# Mohawk Seamless Axminster Rugs



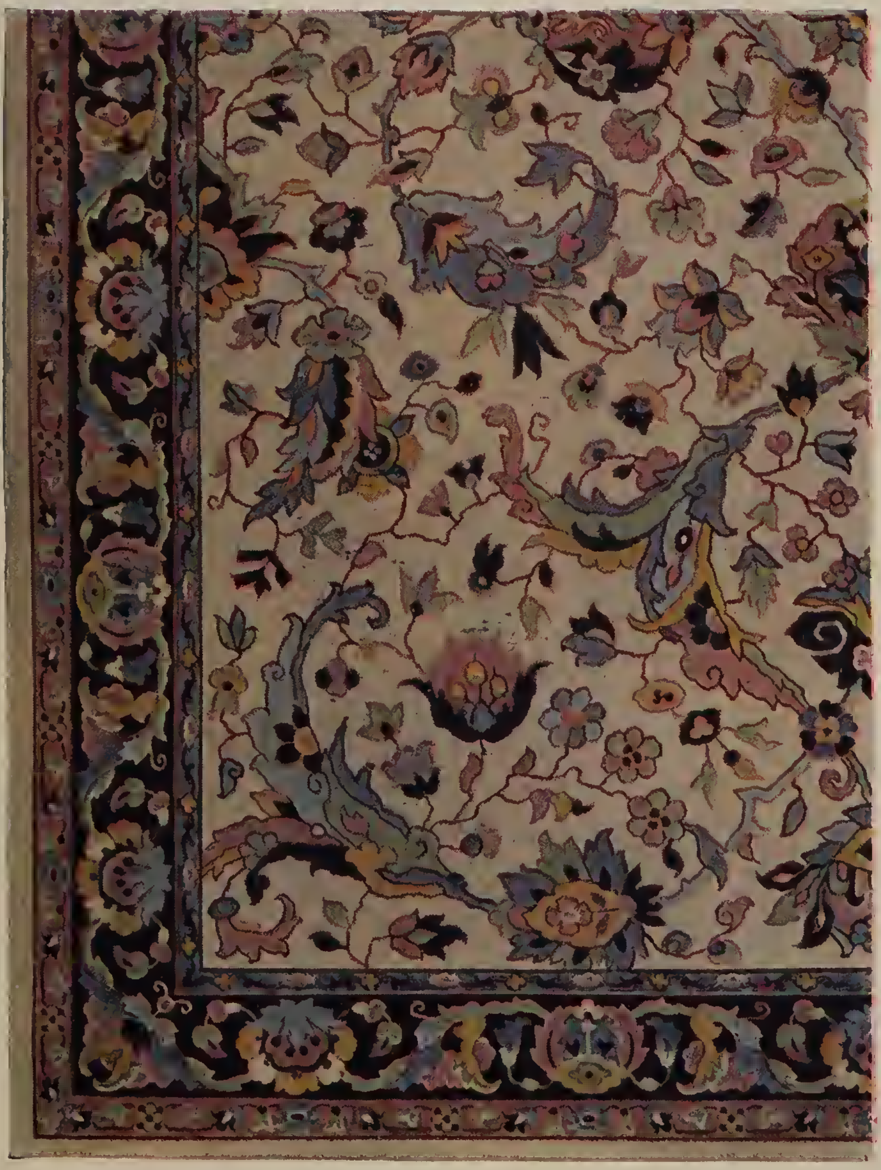
PATTERN 4605

27 x 54 8.3 x 10.6 9 x 12



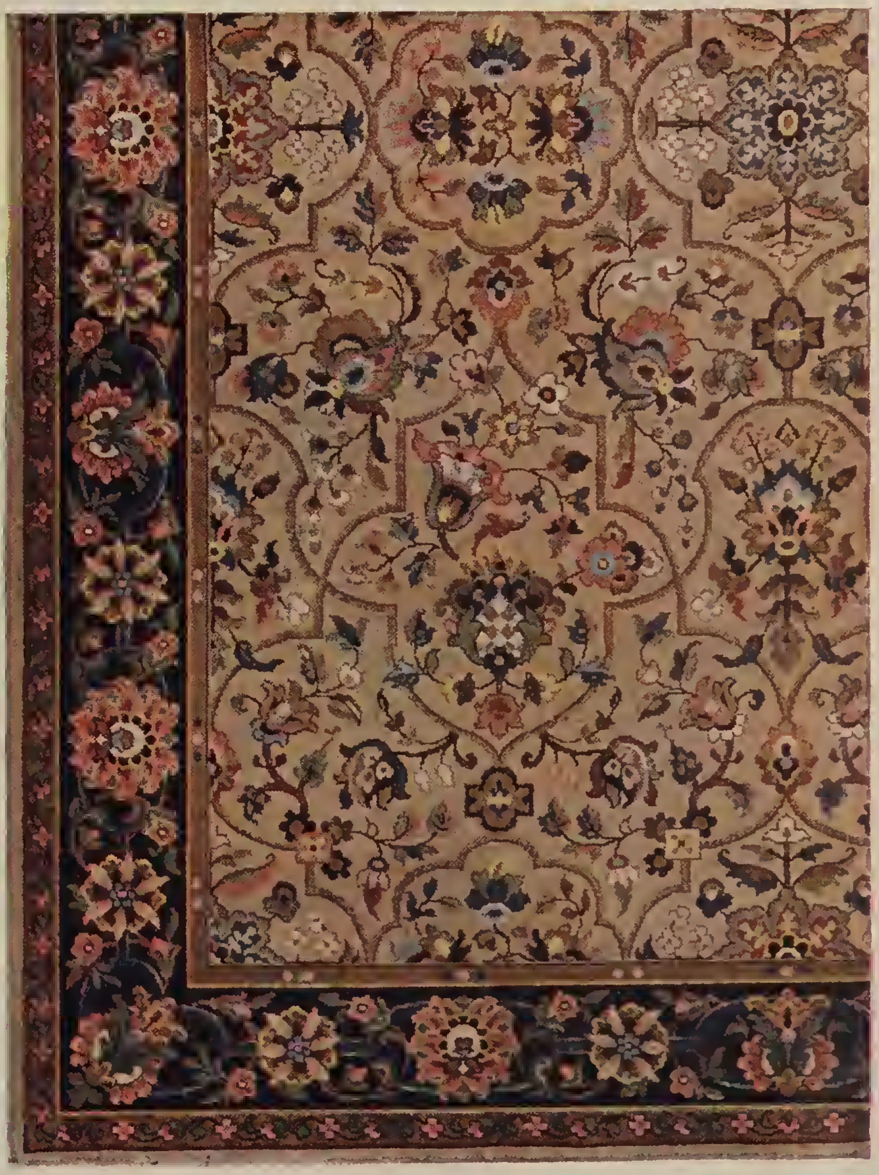
PATTERN 4599

27 x 54 36 x 63 4.6 x 6.6 6 x 9 7.6 x 9
8.3 x 10.6 9 x 12 9 x 15



PATTERN 4591

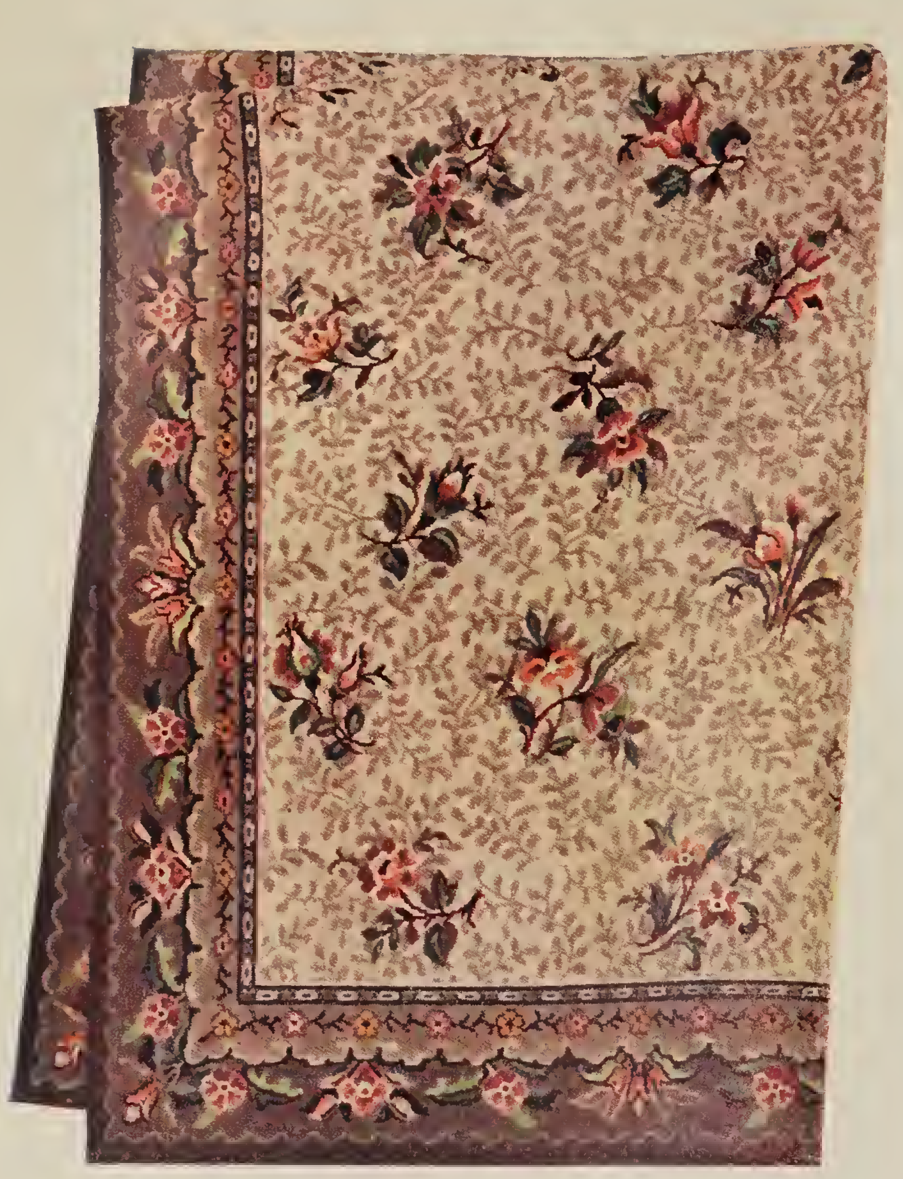
27 x 54 36 x 63 4.6 x 6.6 6 x 9 7.6 x 9
8.3 x 10.6 9 x 12



PATTERN 4593

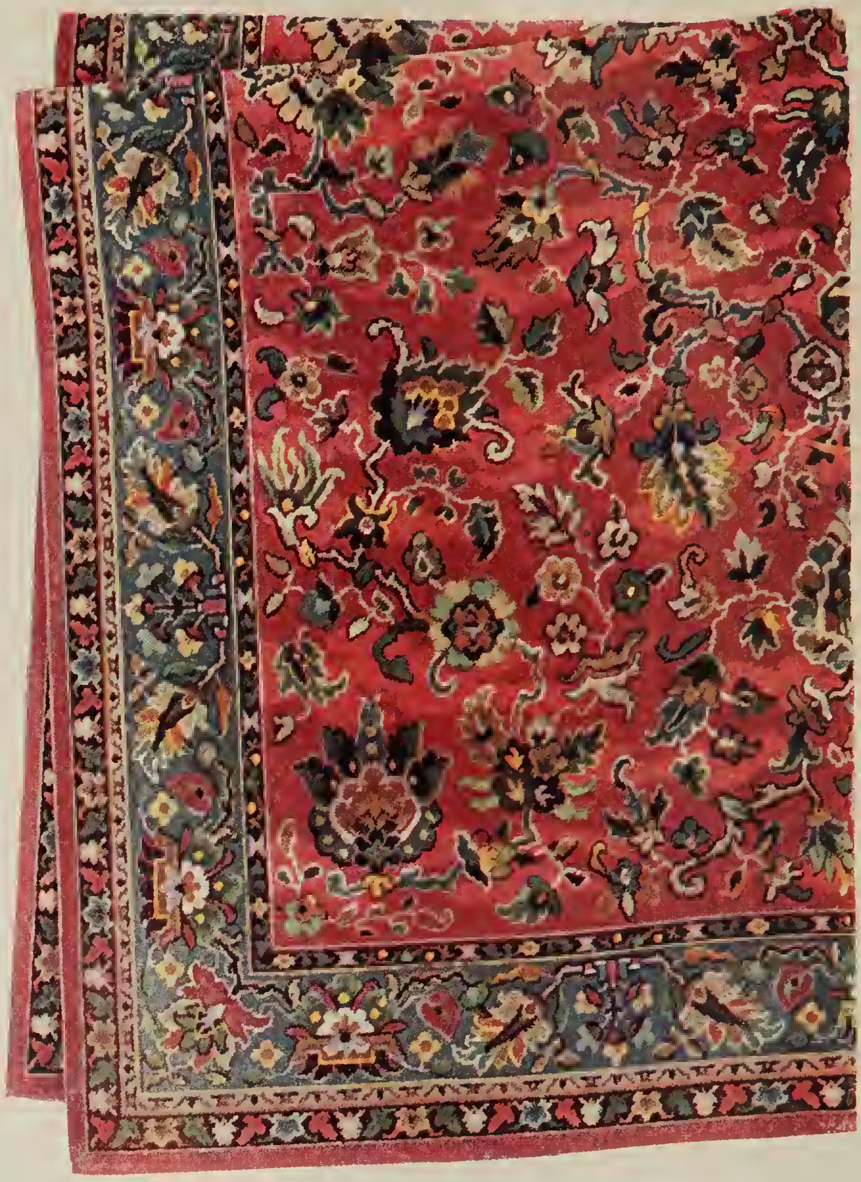
27 x 54 36 x 63 4.6 x 6.6 6 x 9 7.6 x 9
8.3 x 10.6 9 x 12 9 x 15 11.3 x 12 11.3 x 15

# Amsterdam Seamless Axminster Rugs



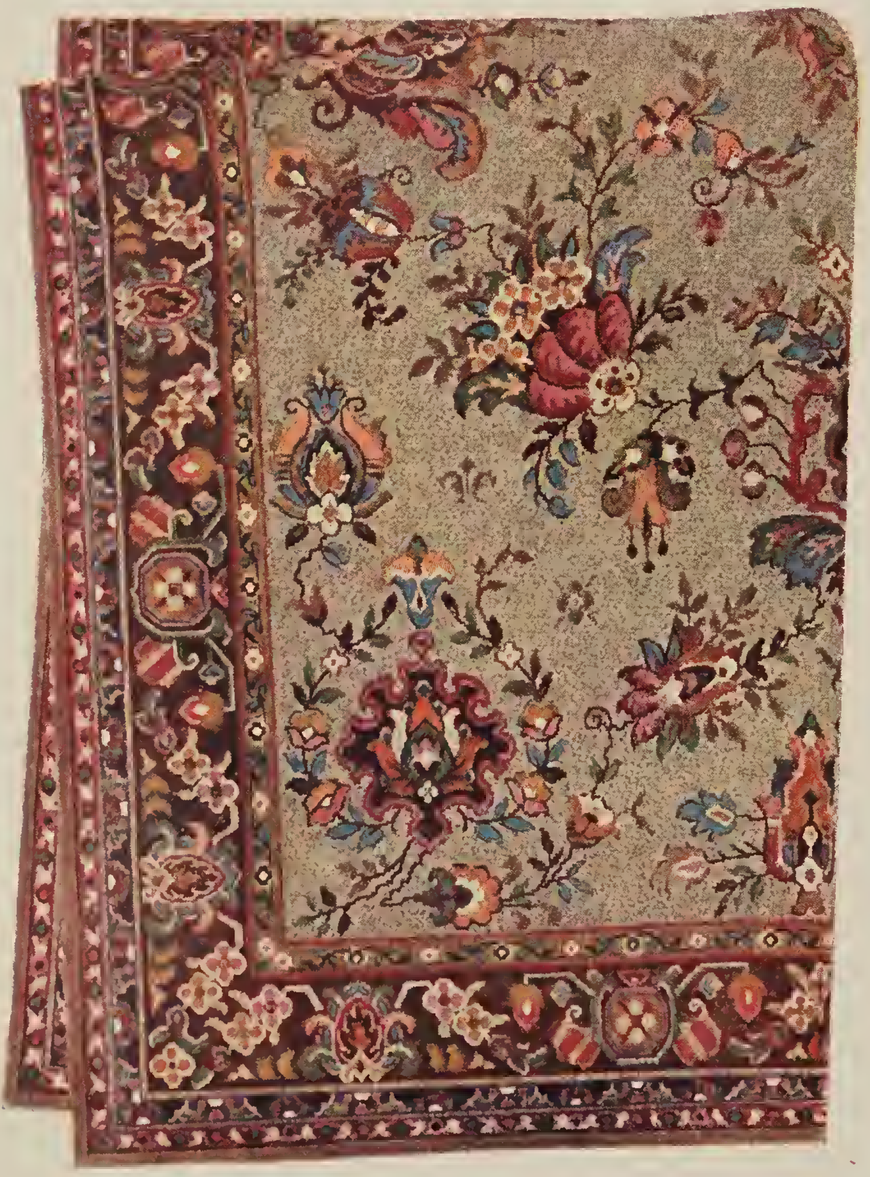
PATTERN 408

27 x 54
36 x 63
4.6 x 6.6
6 x 9
7.6 x 9
8.3 x 10.6
9 x 12



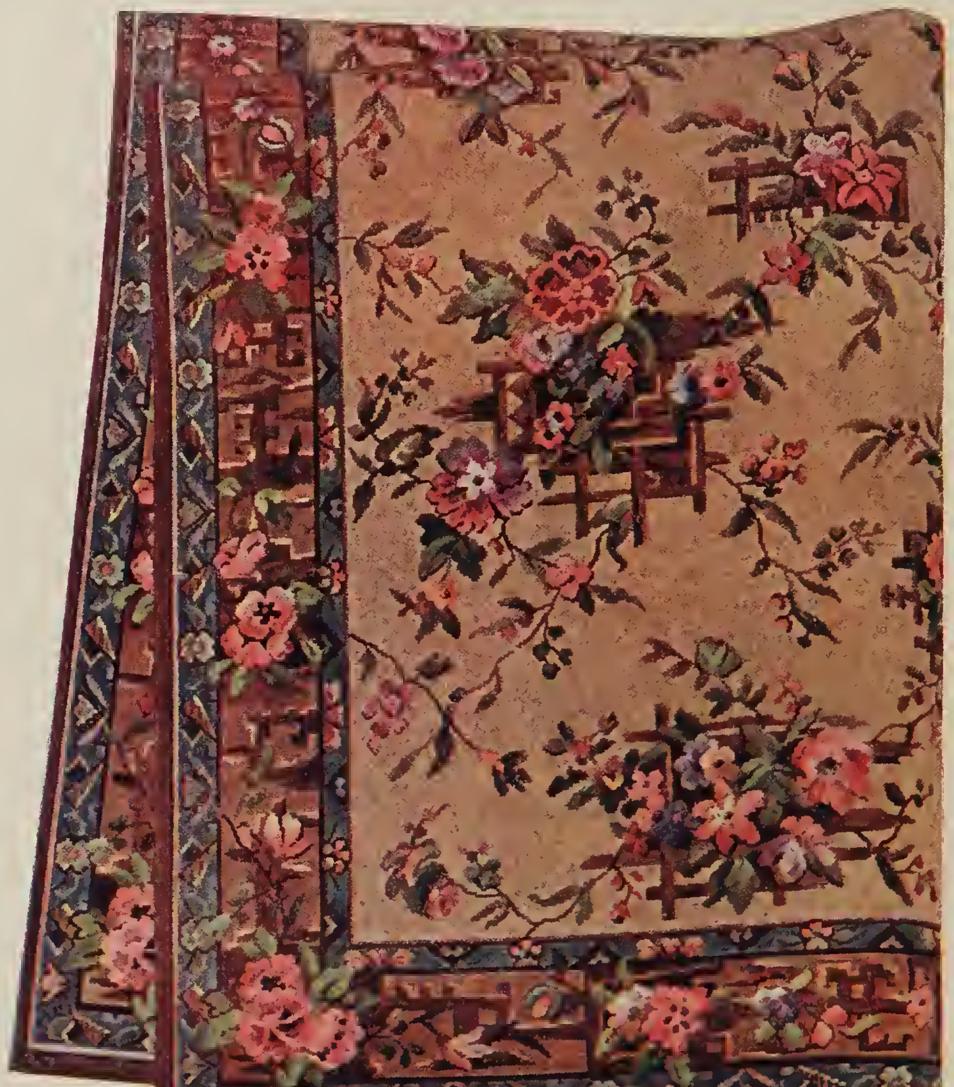
PATTERN 406

27 x 54
36 x 63
8.3 x 10.6
9 x 12



PATTERN 405

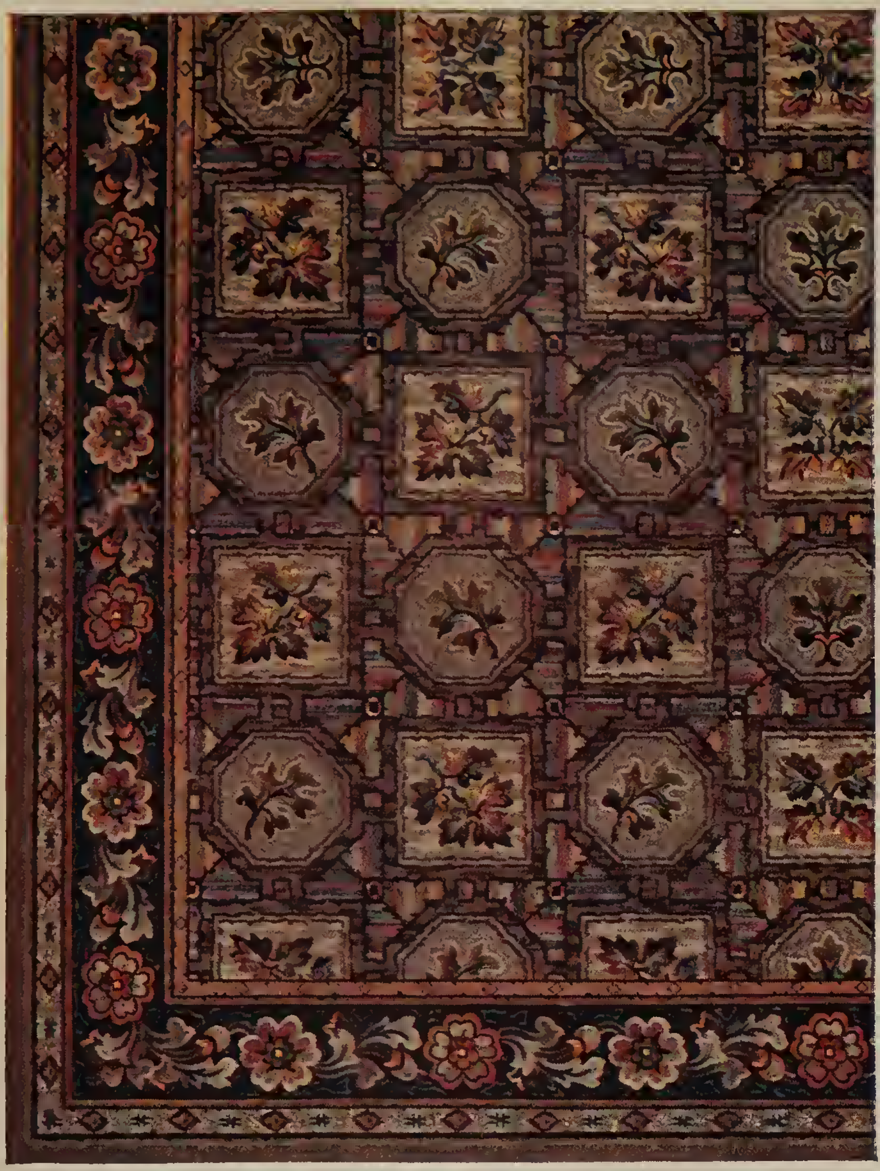
27 x 54
8.3 x 10.6
9 x 12



PATTERN 400

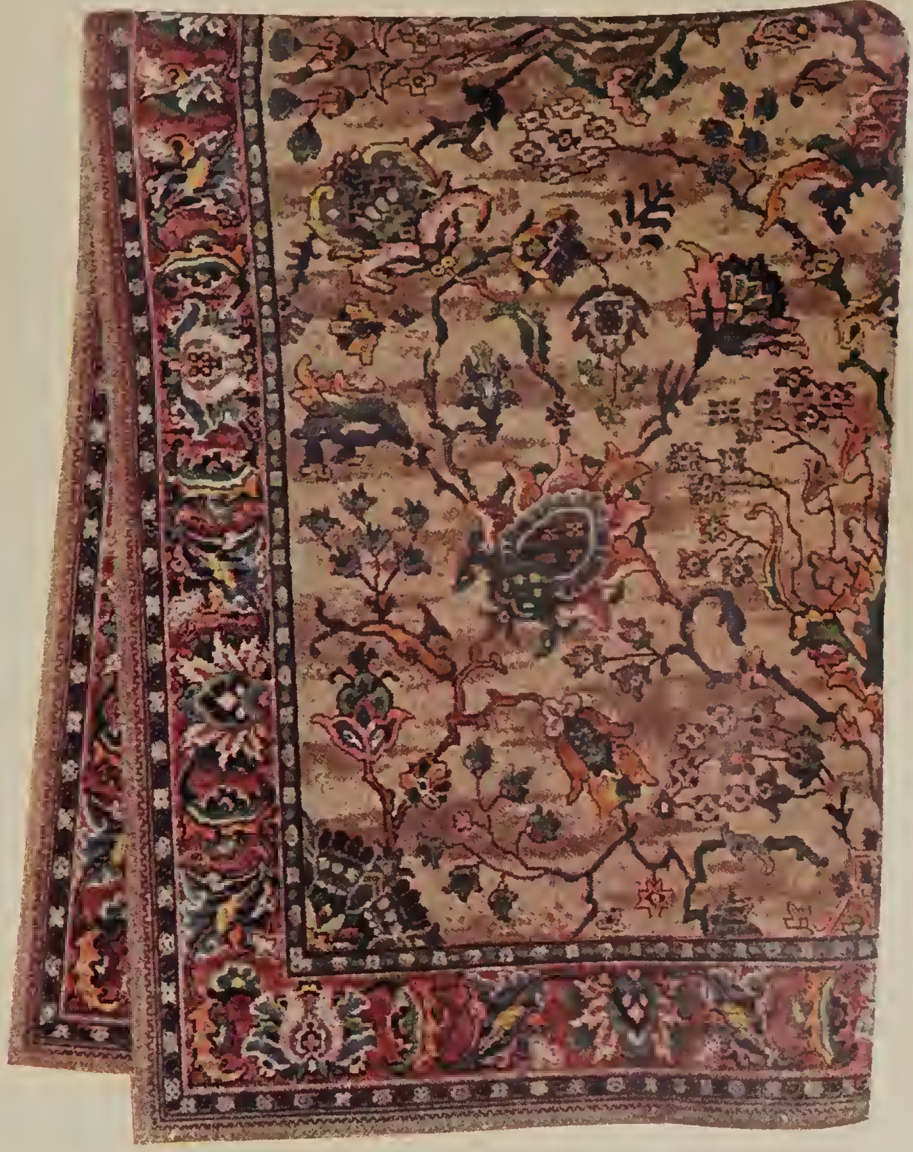
27 x 54
8.3 x 10.6
9 x 12

# Amsterdam Seamless Axminster Rugs



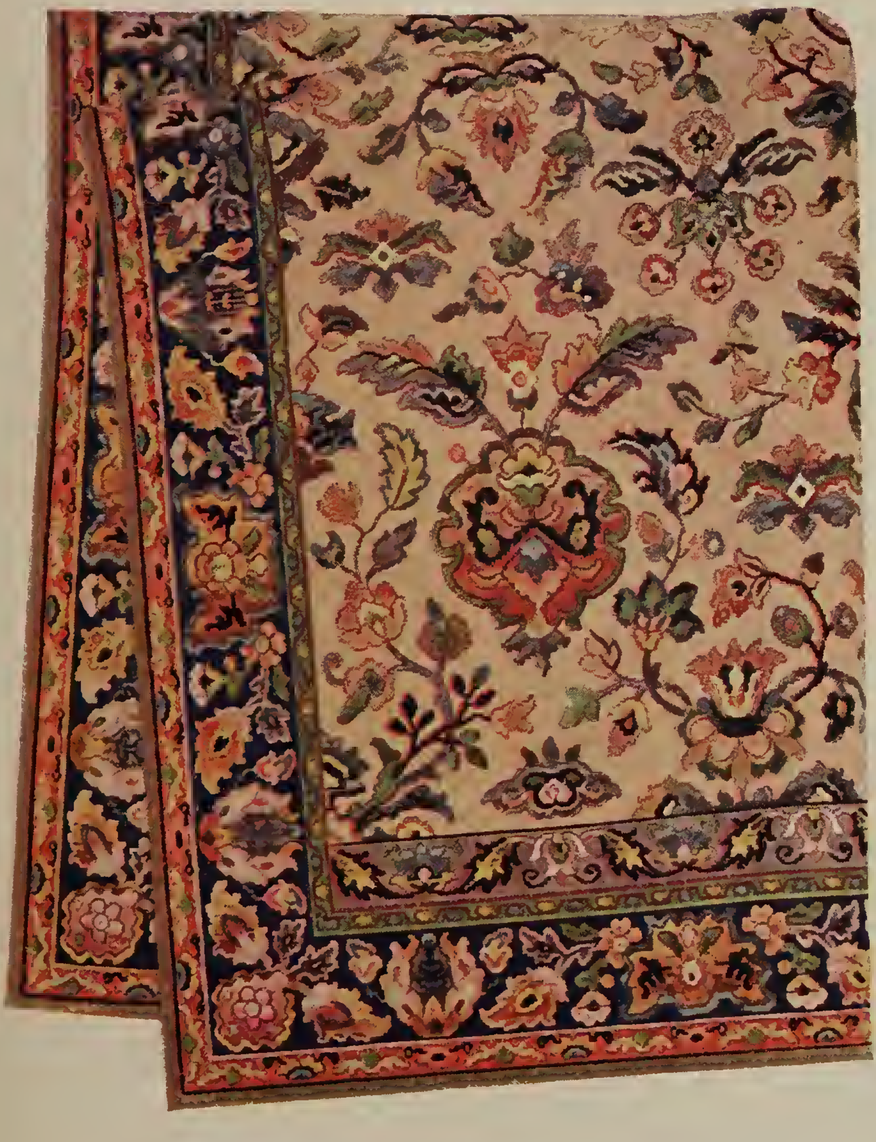
PATTERN 393

27 x 54 6 x 9 7.6 x 9 8.3 x 10.6 9 x 12



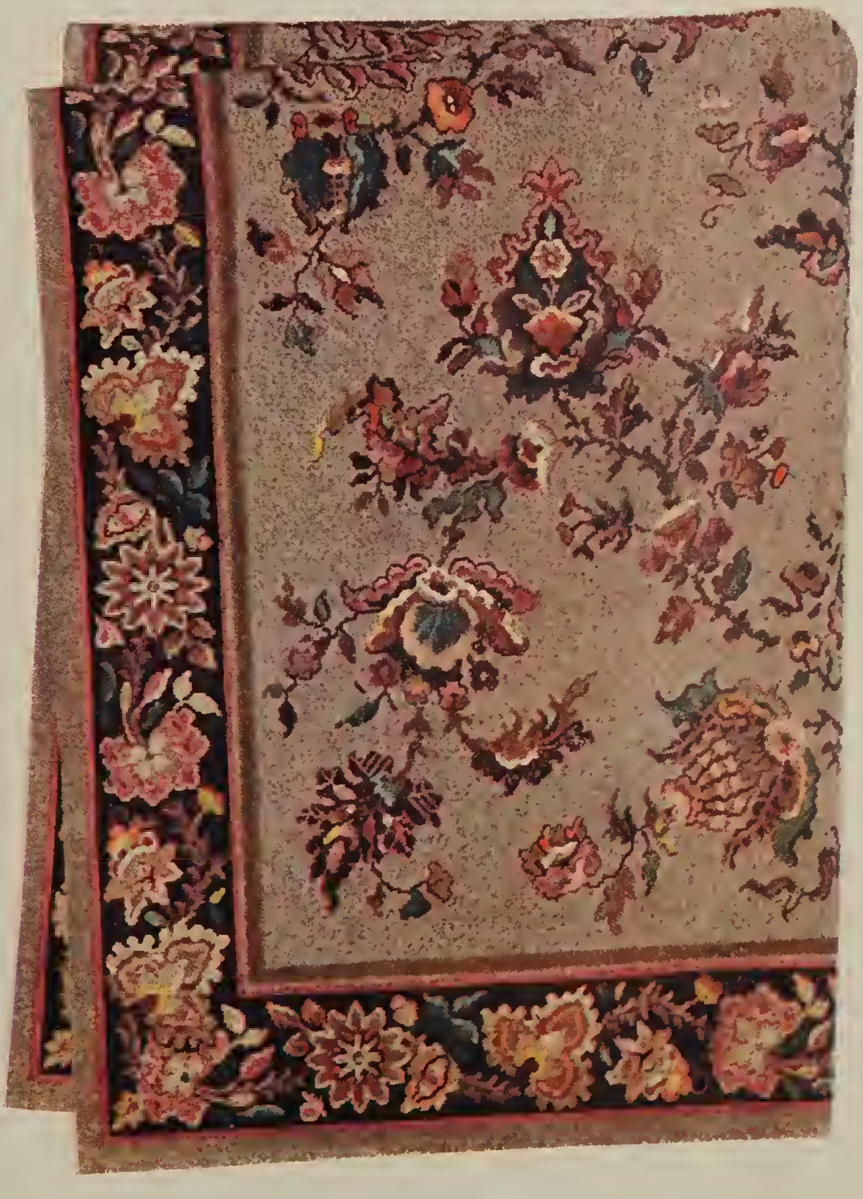
PATTERN 401

27 x 54 8.3 x 10.6 9 x 12



PATTERN 402

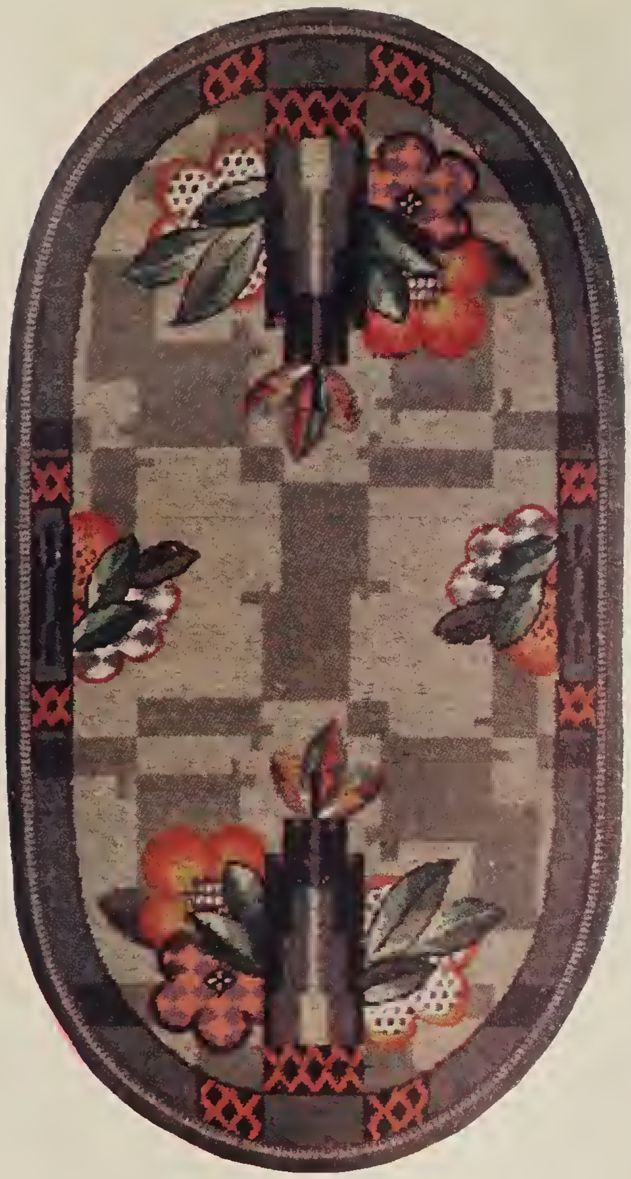
27 x 54 8.3 x 10.6 9 x 12



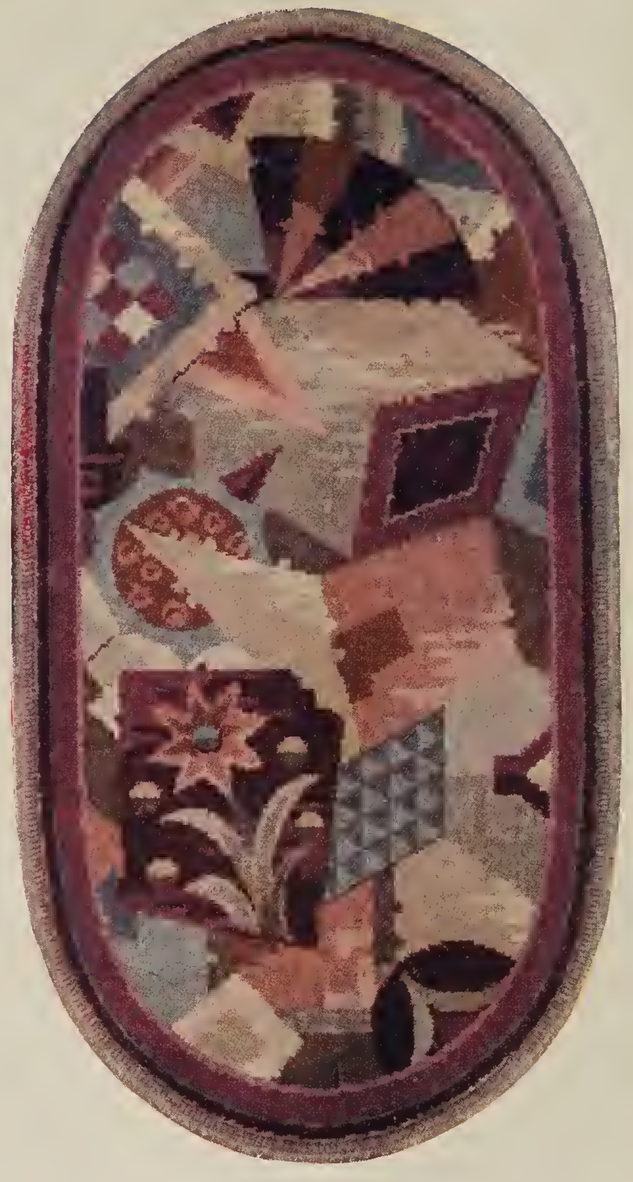
PATTERN 404

27 x 54 4.6 x 6.6 7.6 x 9 9 x 12 11.3 x 12
36 x 63 6 x 9 8.3 x 10.6 9 x 15 11.3 x 15

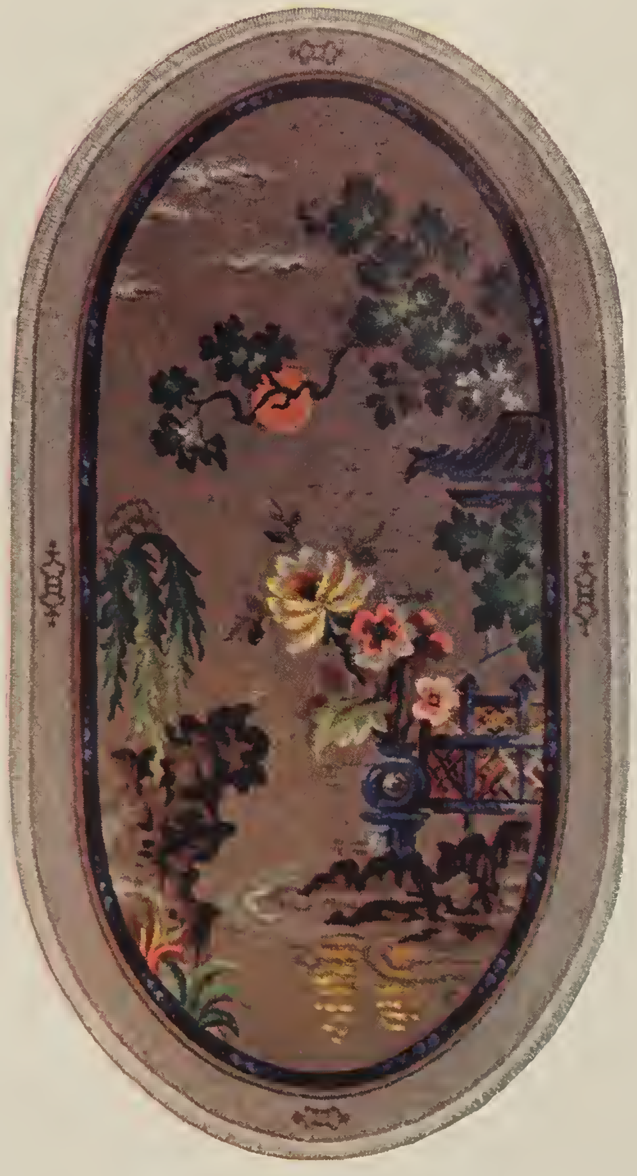
# Craftminster Oval Rugs



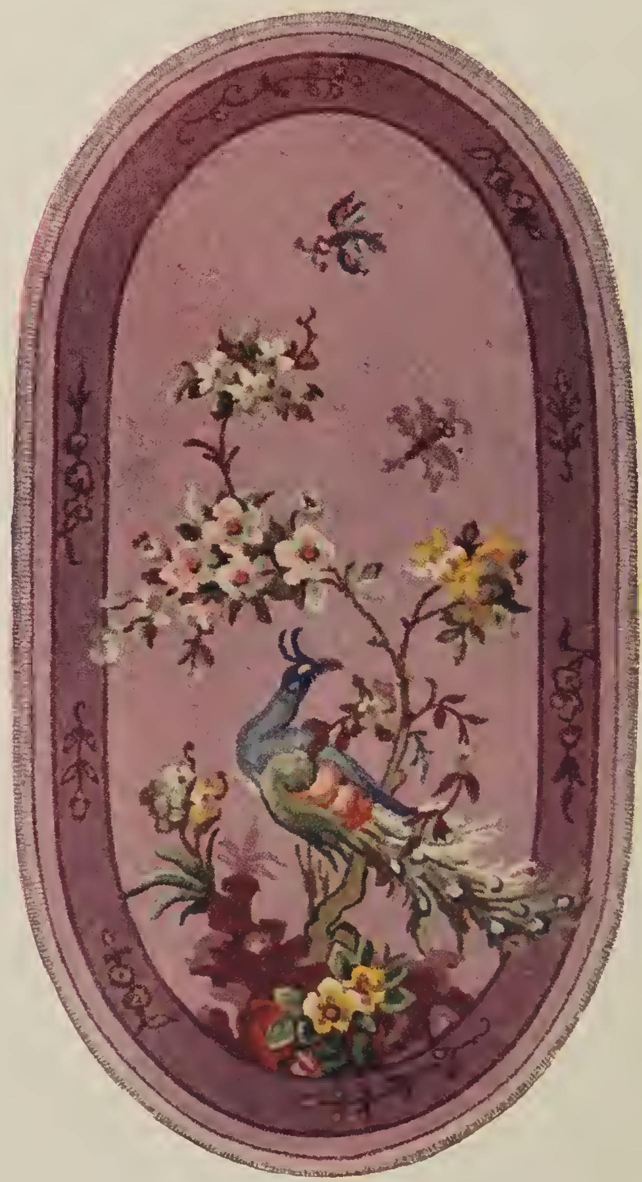
PATTERN 1611
27 x 52



PATTERN 1610
27 x 52

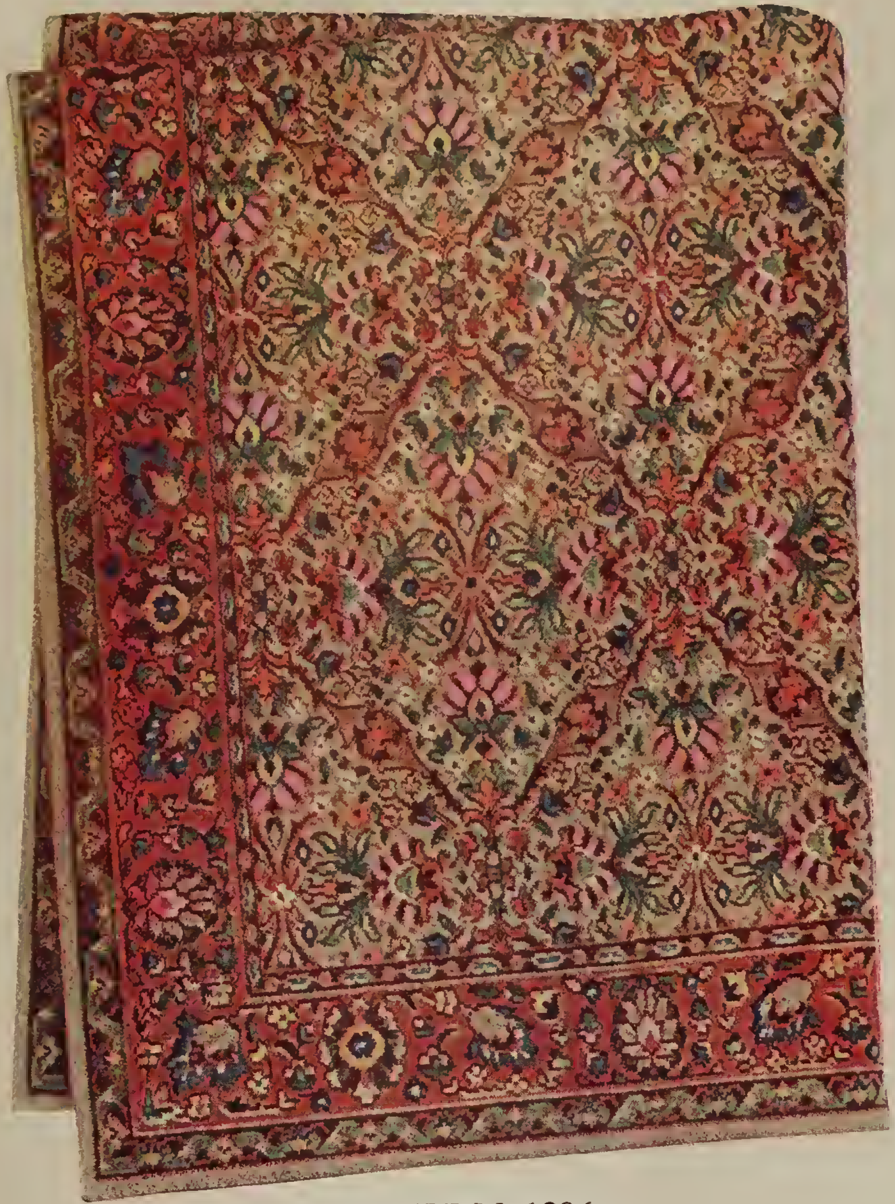


PATTERN 1604
27 x 52 4.6 x 6.6 6 x 9



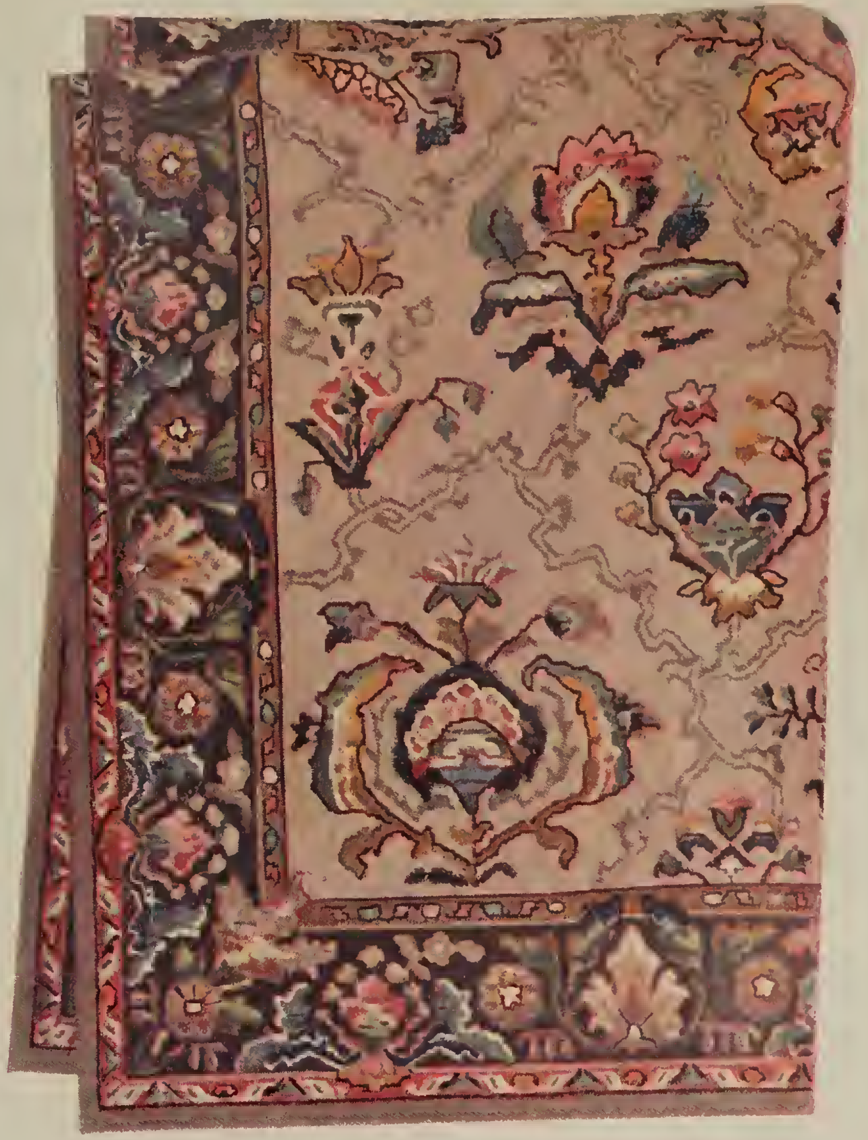
PATTERN 1607
27 x 52

# Victory Seamless Axminster Rugs



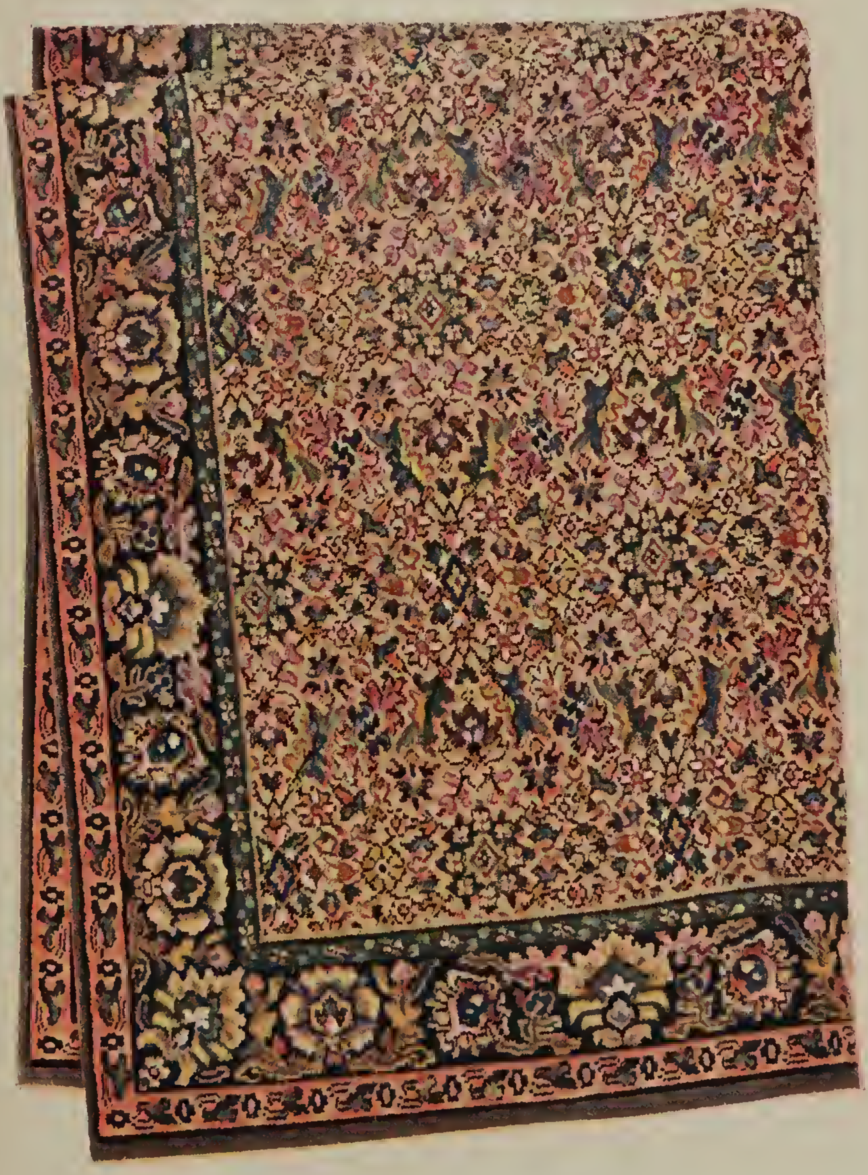
PATTERN 1296

27 x 52 4.6 x 6.6 7.6 x 9 8.3 x 10.6 9 x 15
36 x 63 6 x 9 9 x 12 11.3 x 12



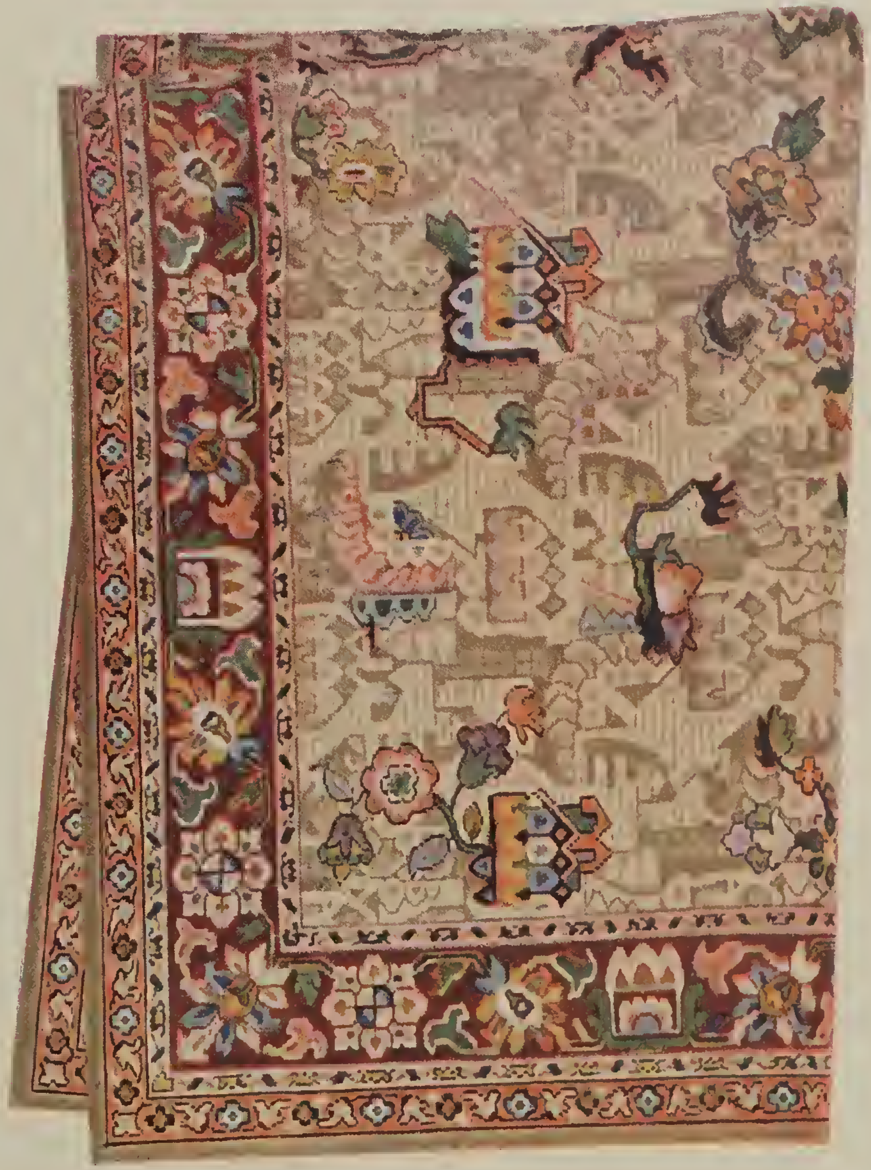
PATTERN 1292

27 x 52 8.3 x 10.6 9 x 12



PATTERN 1295

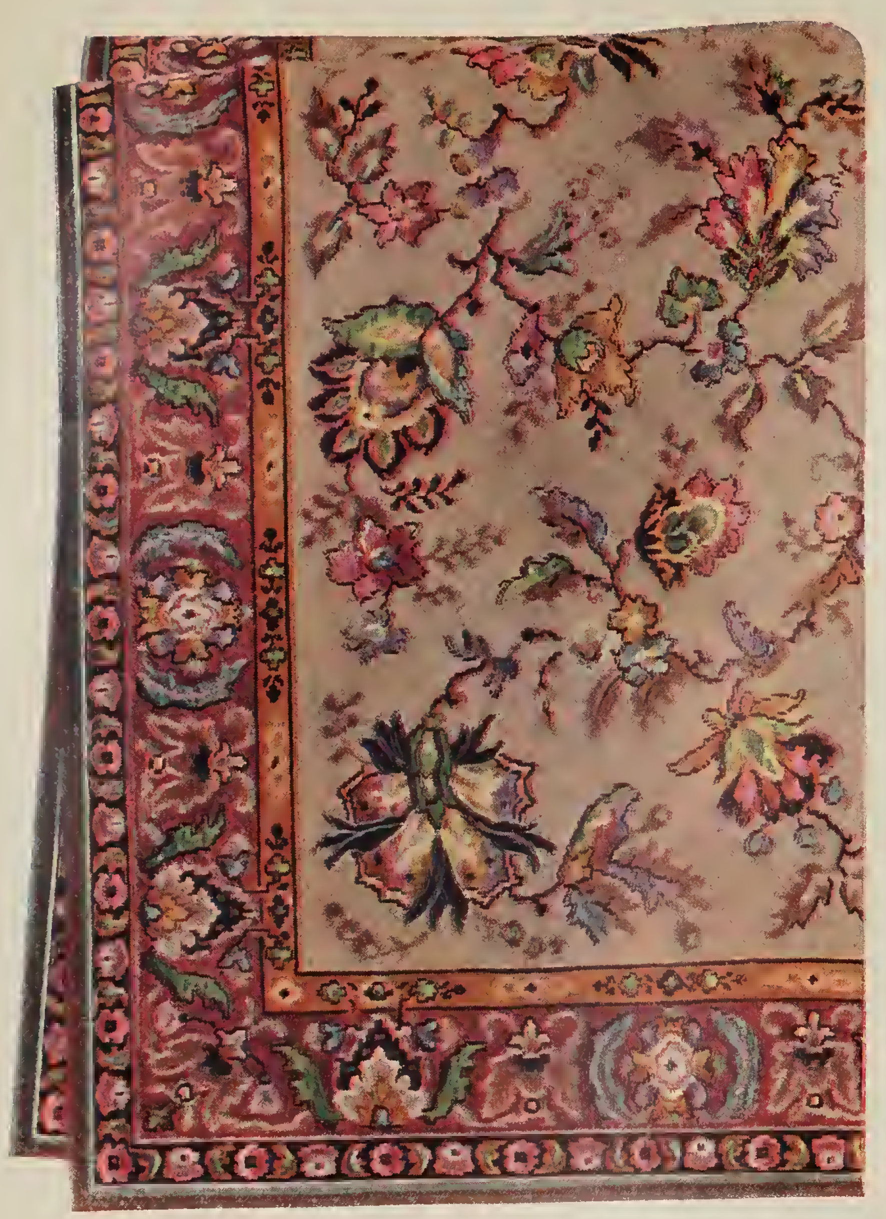
27 x 52 8.3 x 10.6 9 x 12



PATTERN 1291

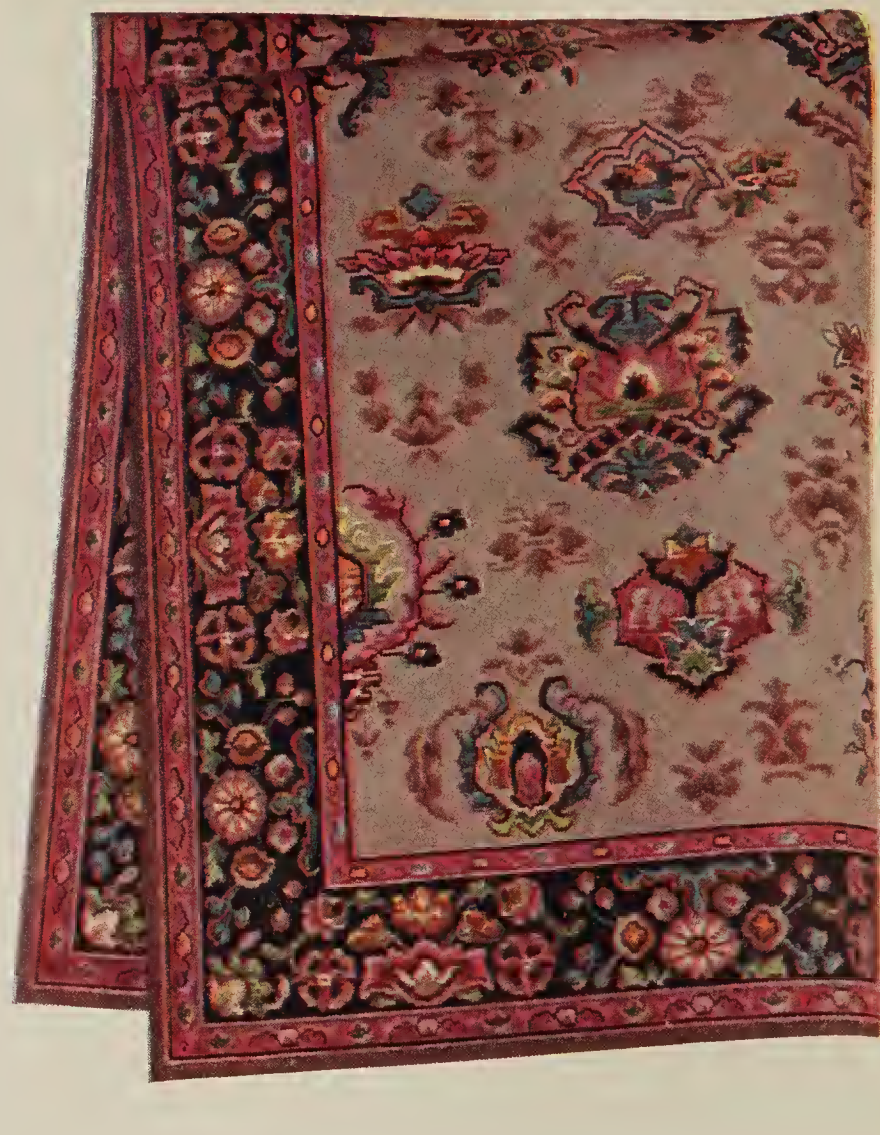
27 x 52 8.3 x 10.6 9 x 12

# Victory Seamless Axminster Rugs



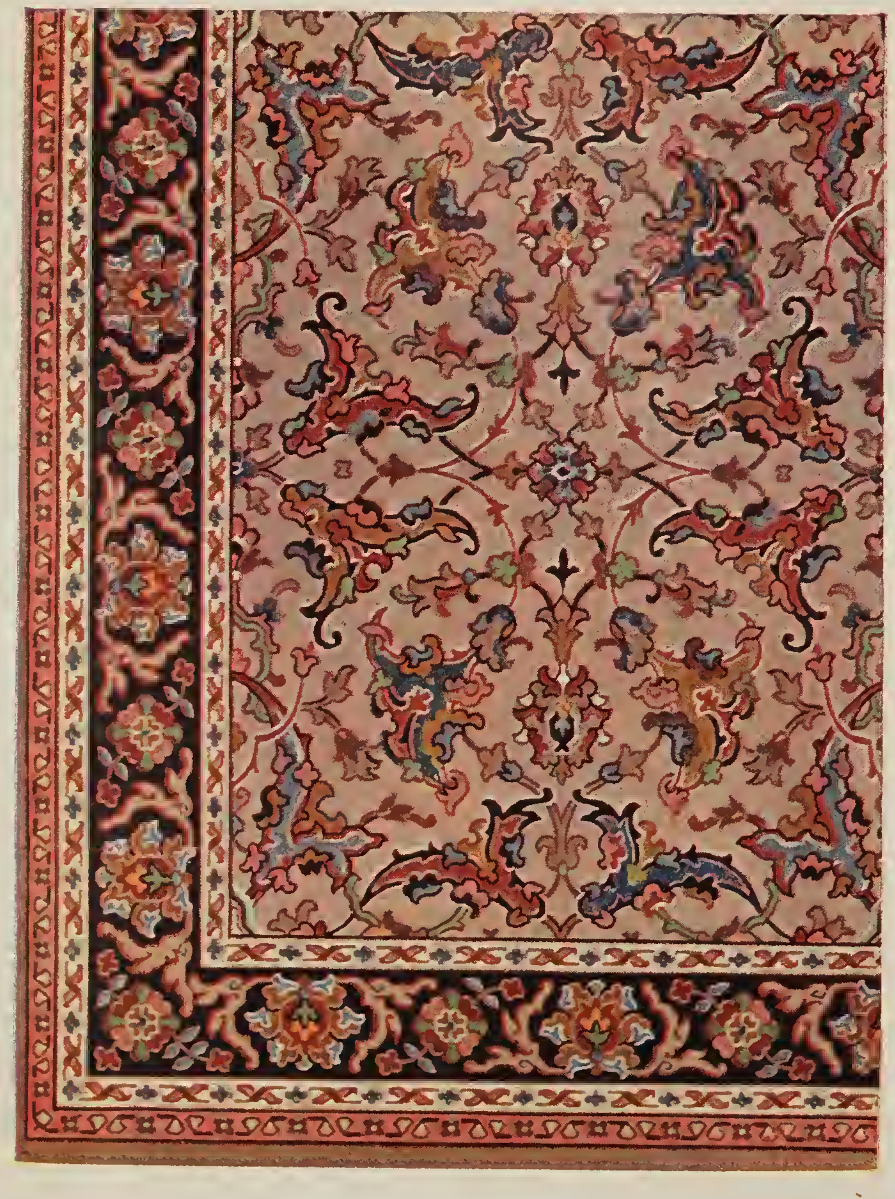
PATTERN 1290

27 x 52  8.3 x 10.6  9 x 12



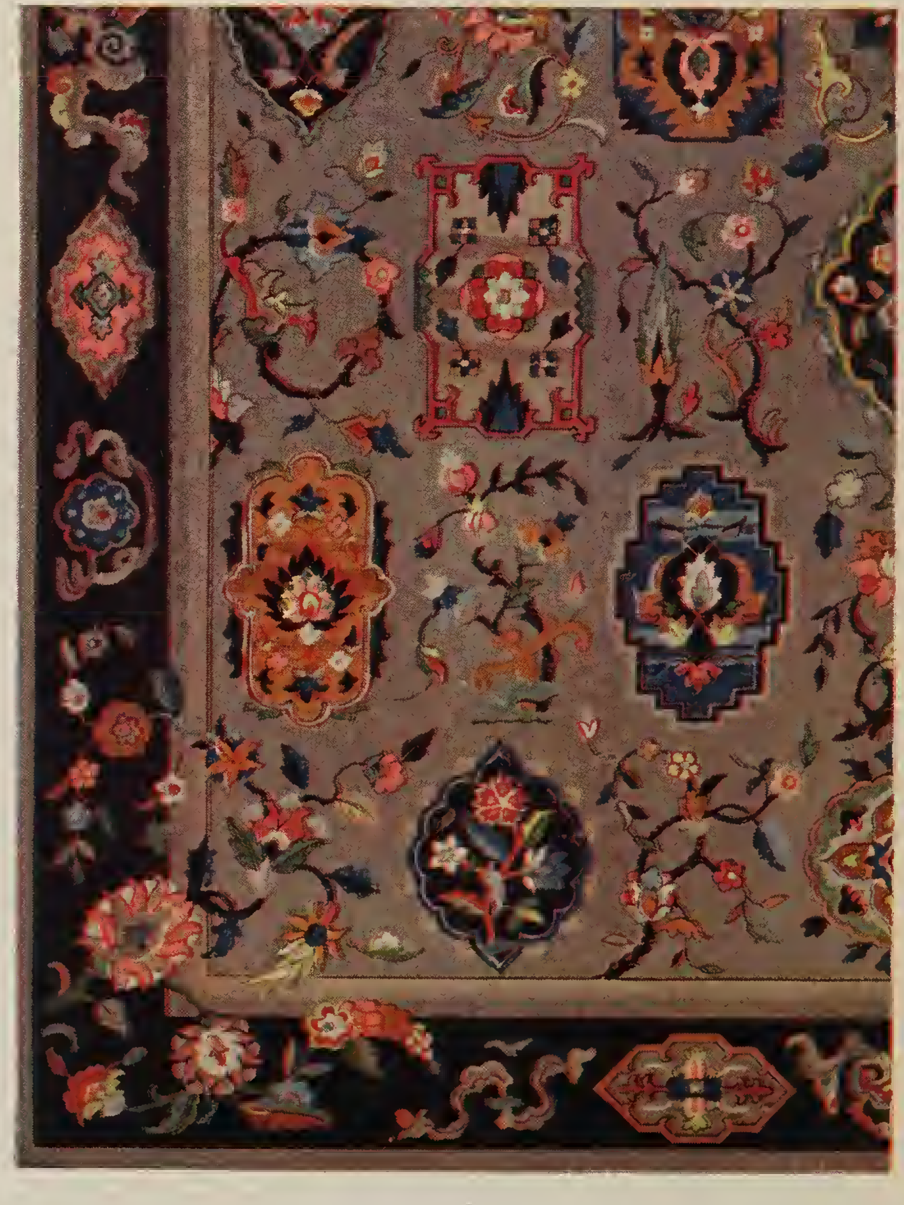
PATTERN 1294

27 x 52  8.3 x 10.6  9 x 12



PATTERN 1286

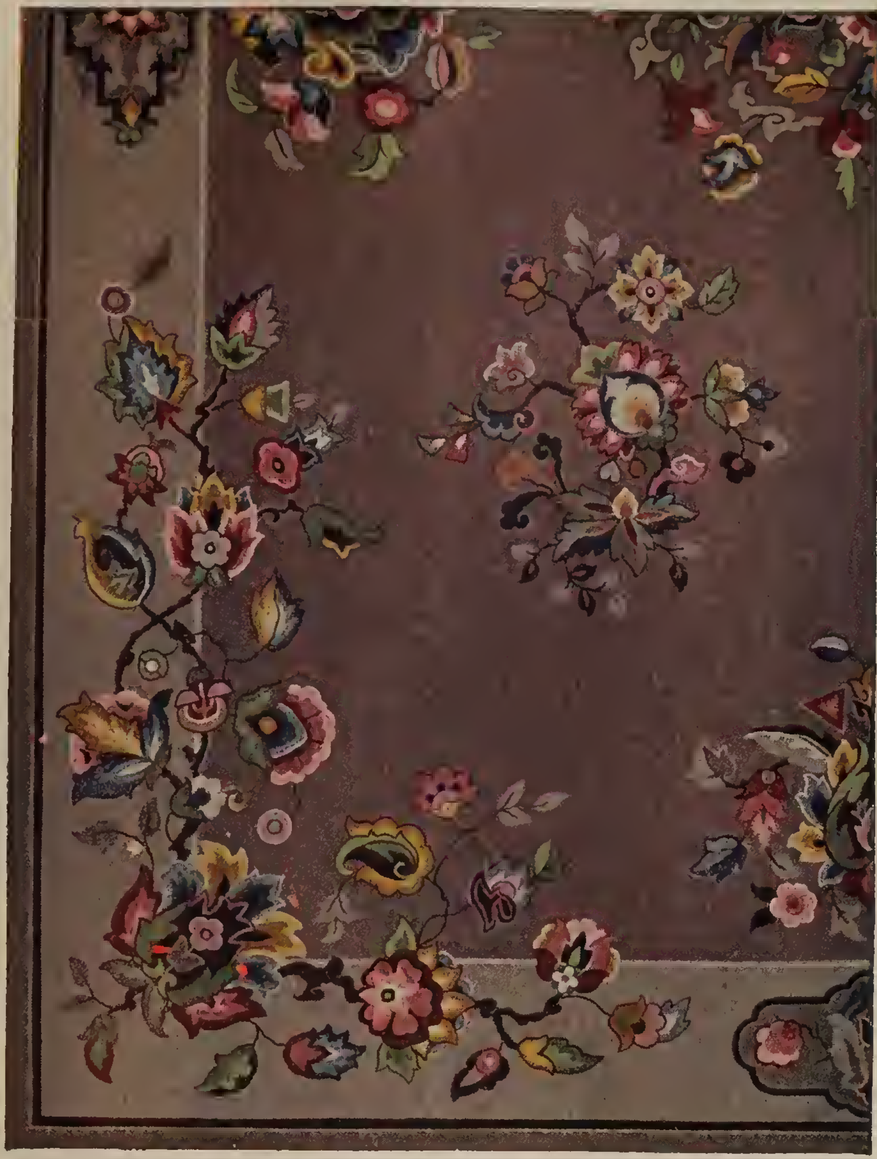
27 x 52  4.6 x 6.6  7.6 x 9  8.3 x 10.6  9 x 15
36 x 63  6 x 9  9 x 12  11.3 x 12



PATTERN 1275

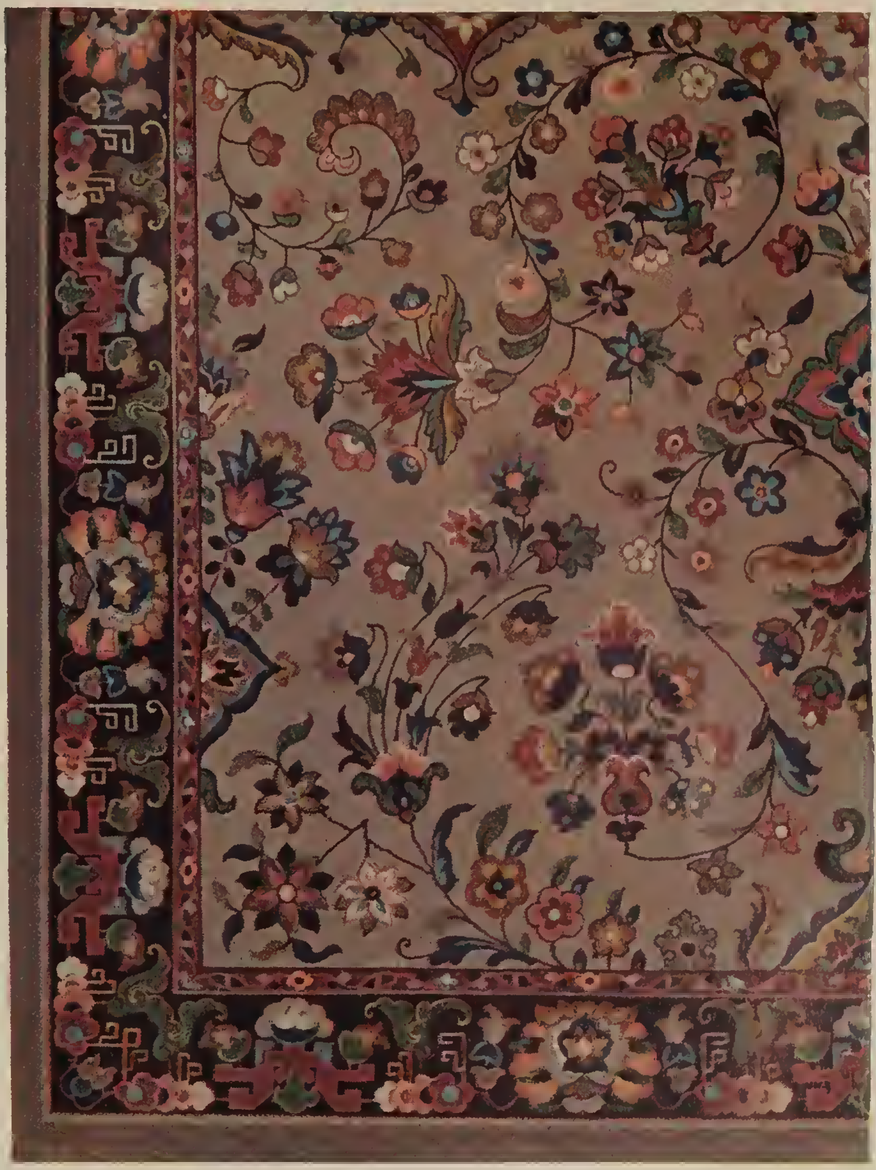
27 x 52  8.3 x 10.6  9 x 12

# Victory Seamless Axminster Rugs



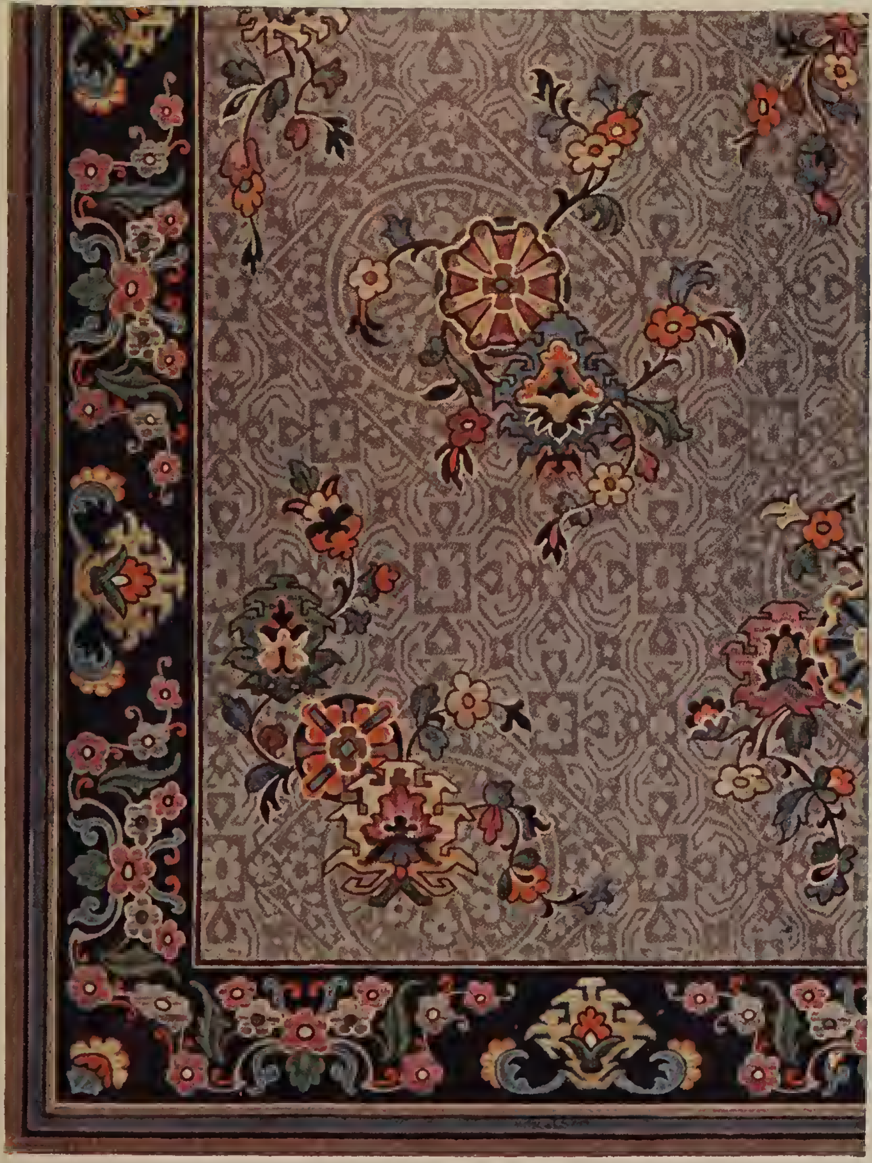
PATTERN 1277

27 x 52   36 x 63   4.6 x 6.6   6 x 9   7.6 x 9
8.3 x 10.6   9 x 12



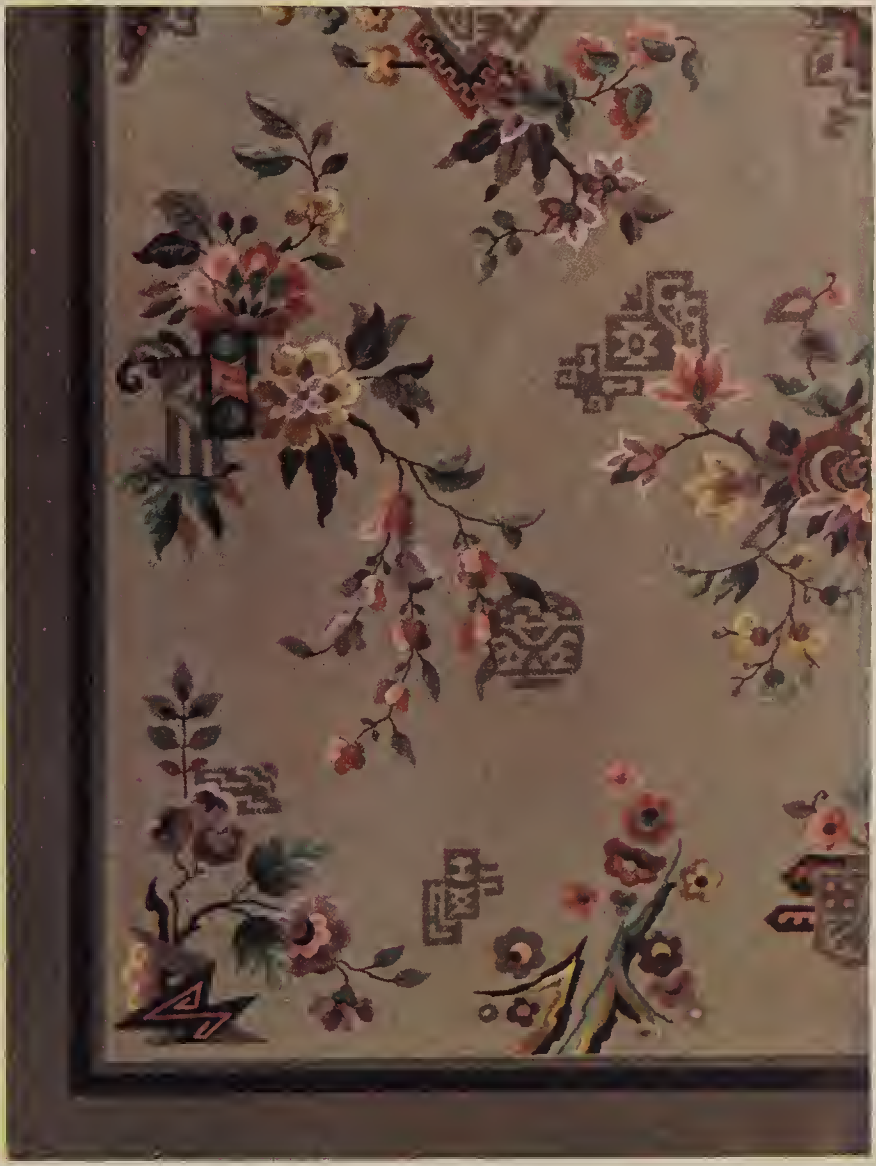
PATTERN 1278

27 x 52   4.6 x 6.6   7.6 x 9   8.3 x 10.6   11.3 x 12
36 x 63   6 x 9   9 x 12   11.3 x 15



PATTERN 1284

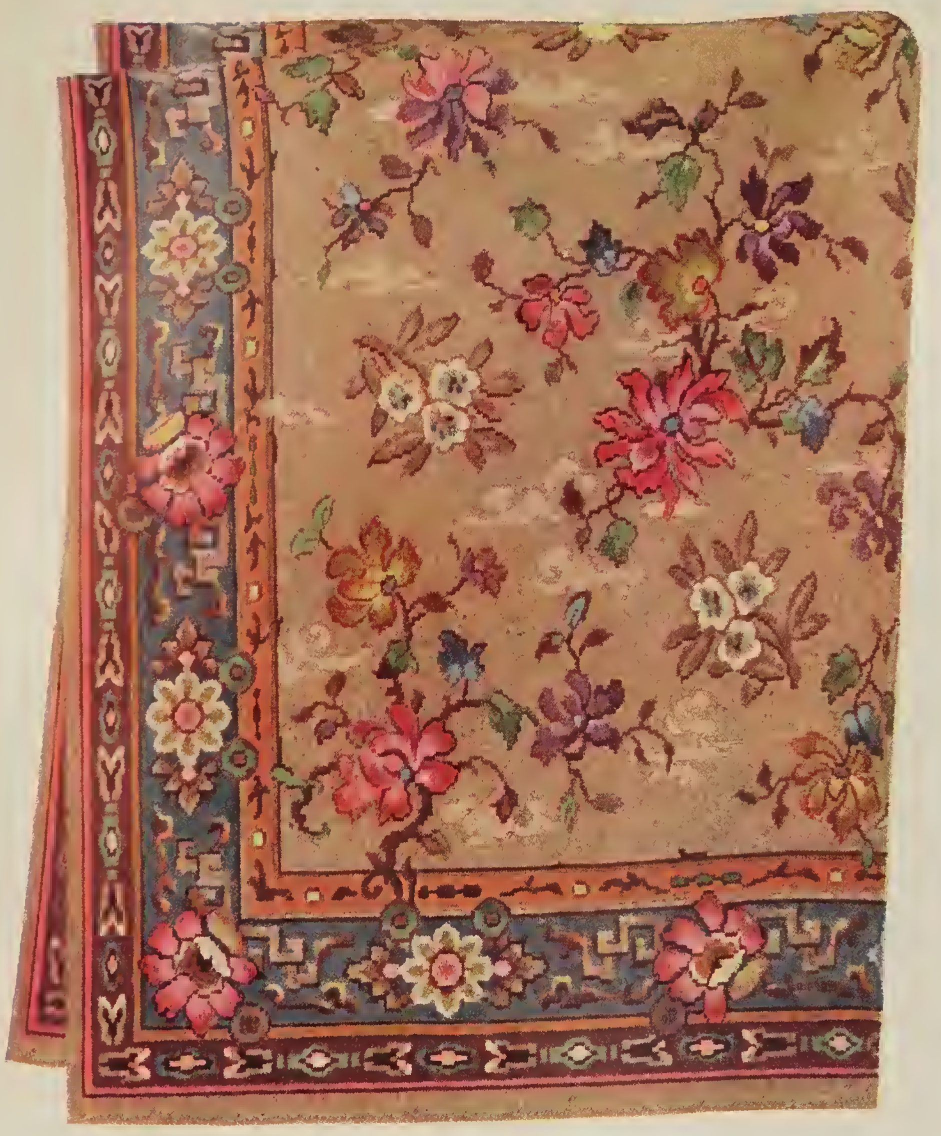
27 x 52   8.3 x 10.6   9 x 12



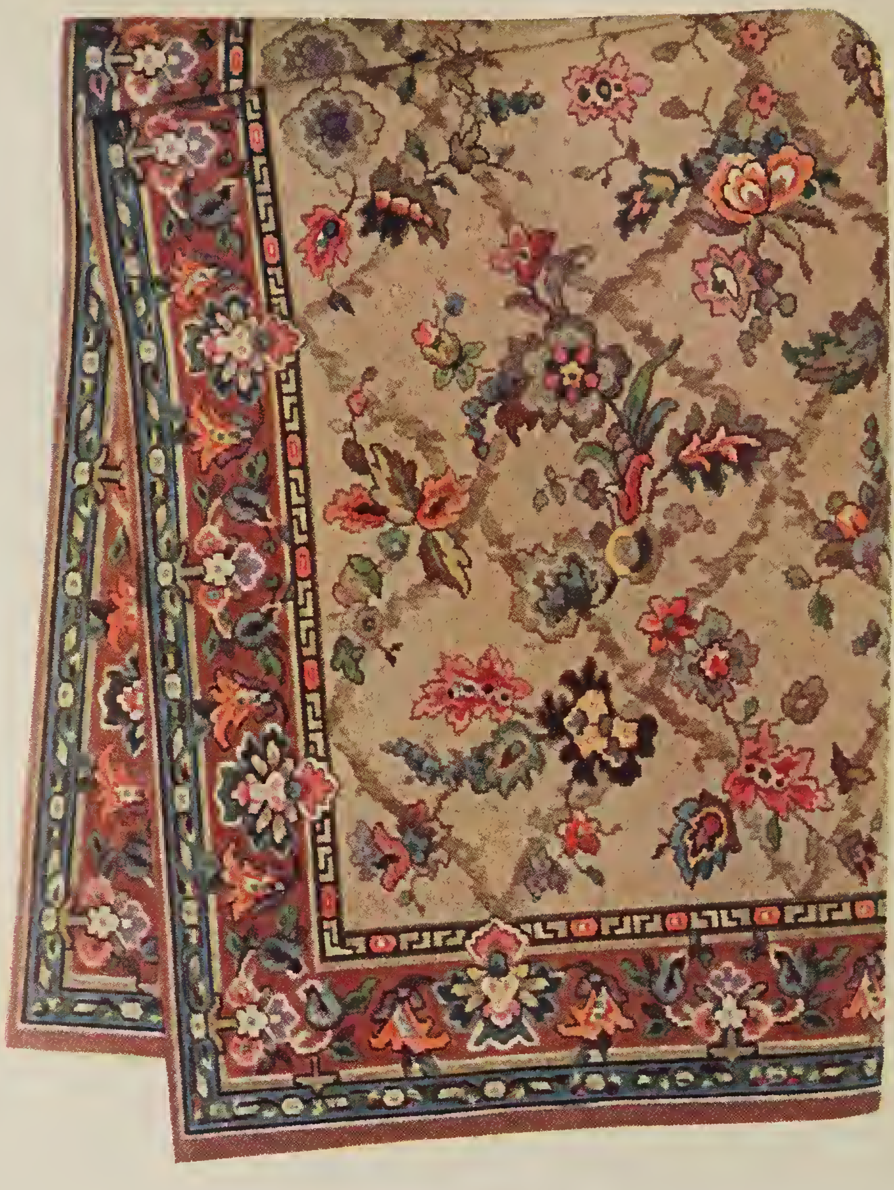
PATTERN 1279

27 x 52   6 x 9   7.6 x 9   8.3 x 10.6   9 x 12

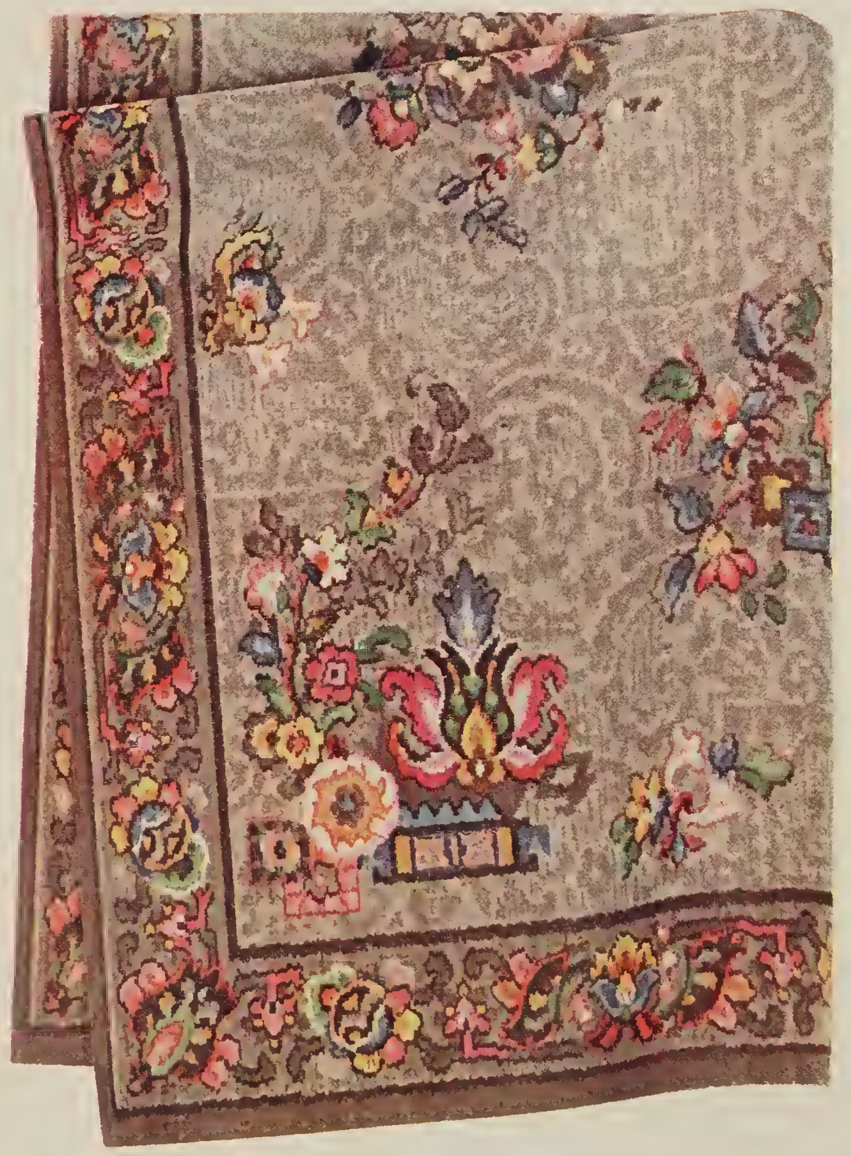
# Sagamore Seamless Velvet Rugs



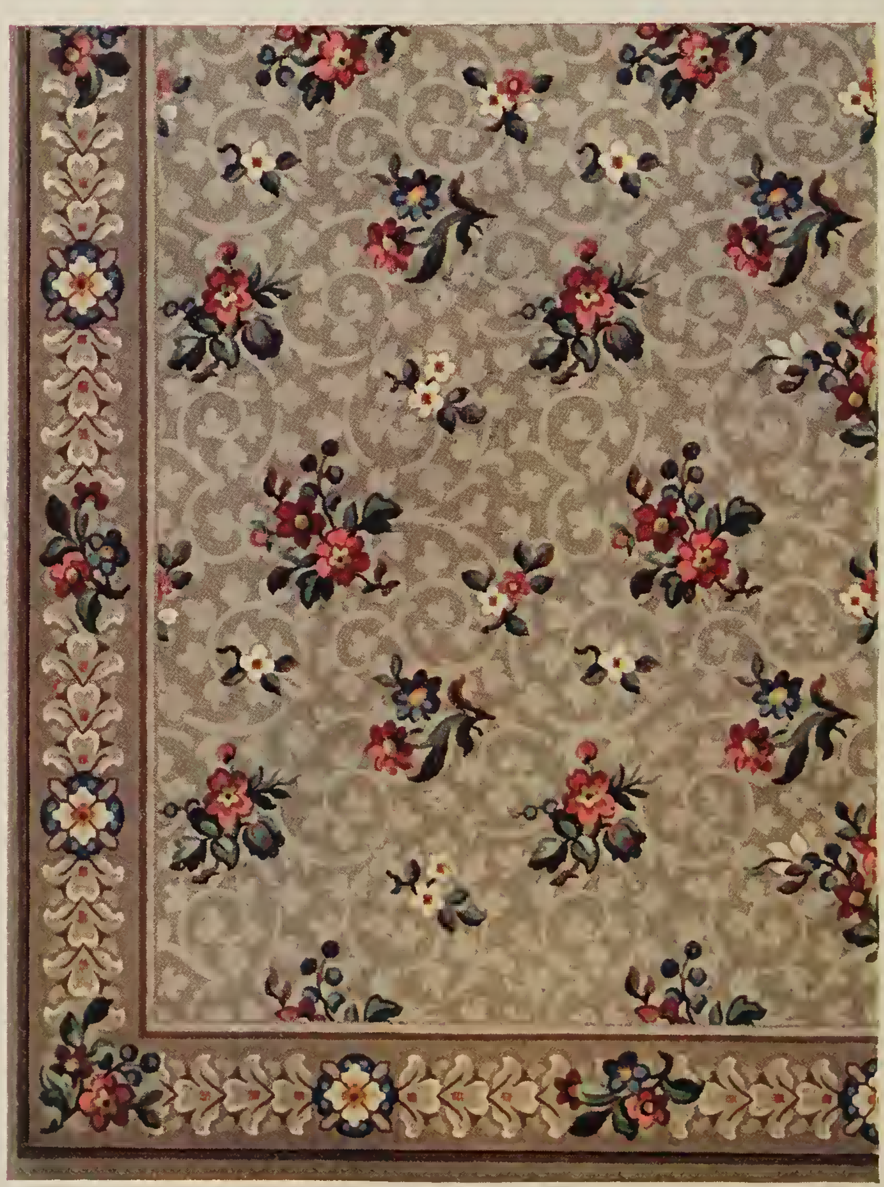
PATTERN 525
9 x 12



PATTERN 524
9 x 12

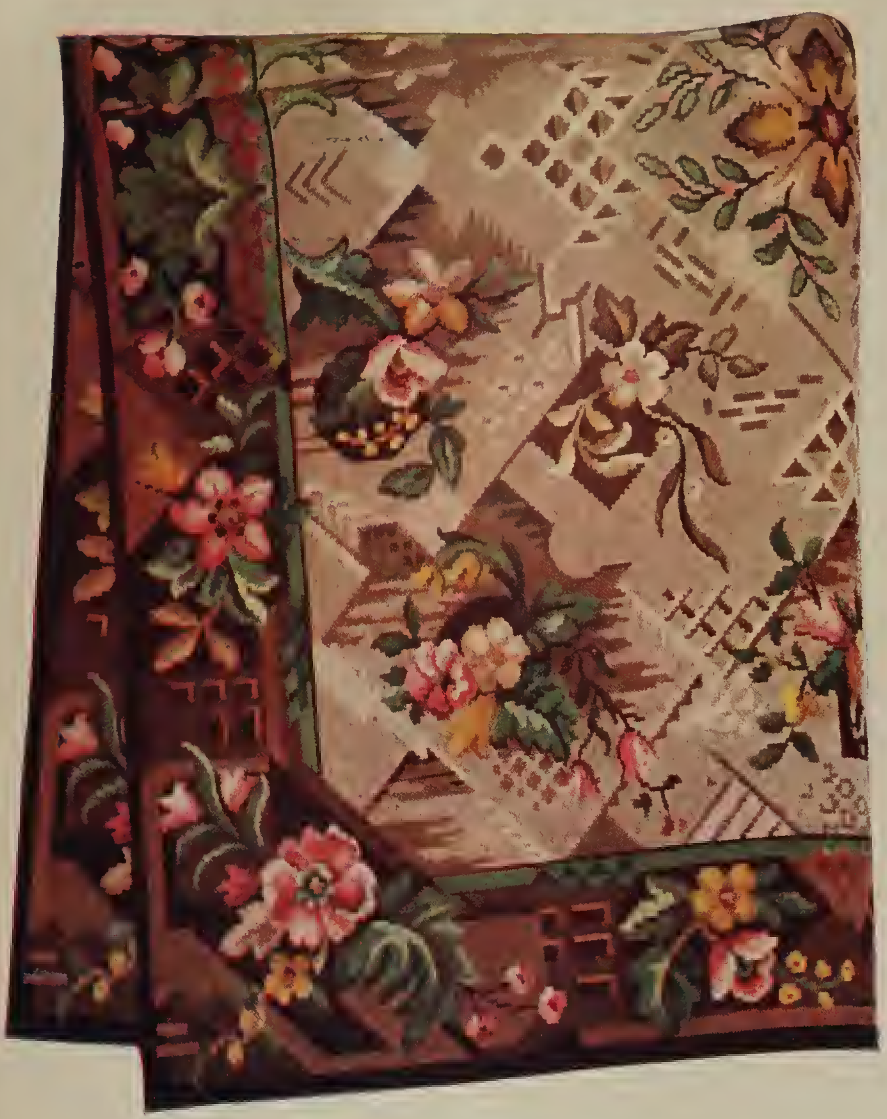


PATTERN 520
9 x 12



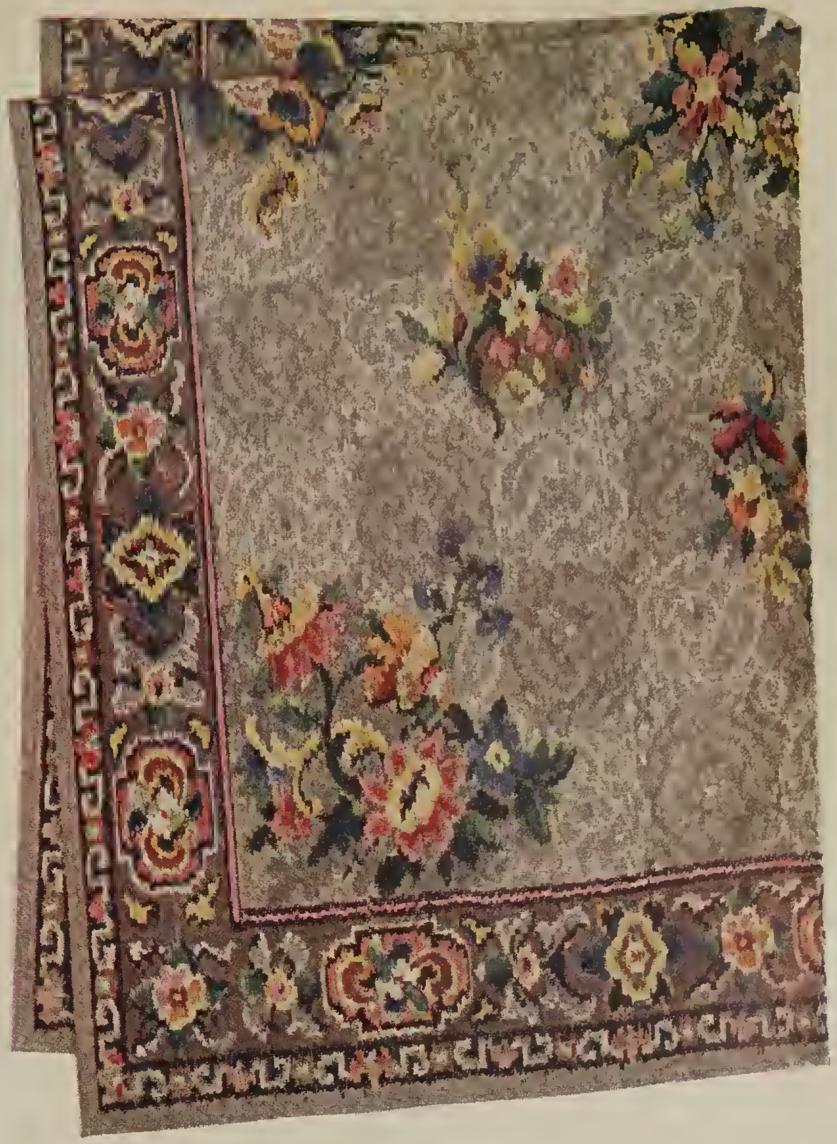
PATTERN 522
9 x 12

# Lincoln Seamless Tapestry Rugs



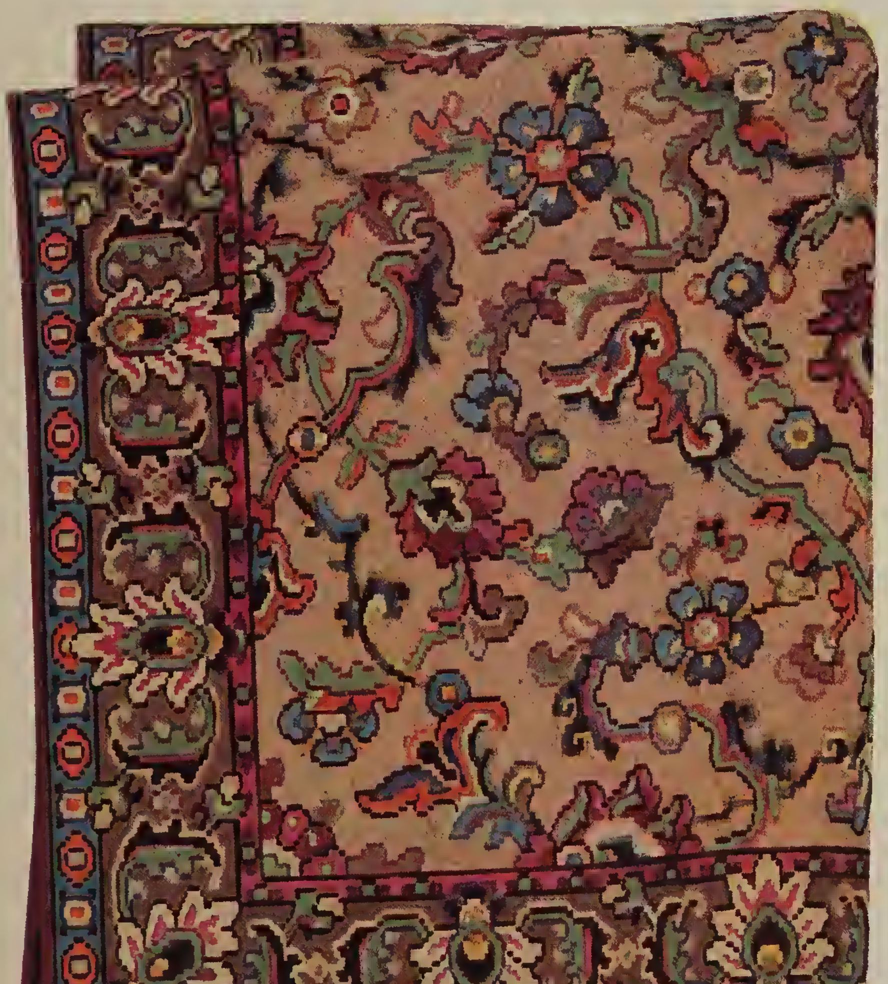
PATTERN 9088

6 x 9 7.6 x 9 8.3 x 10.6 9 x 12 11.3 x 12



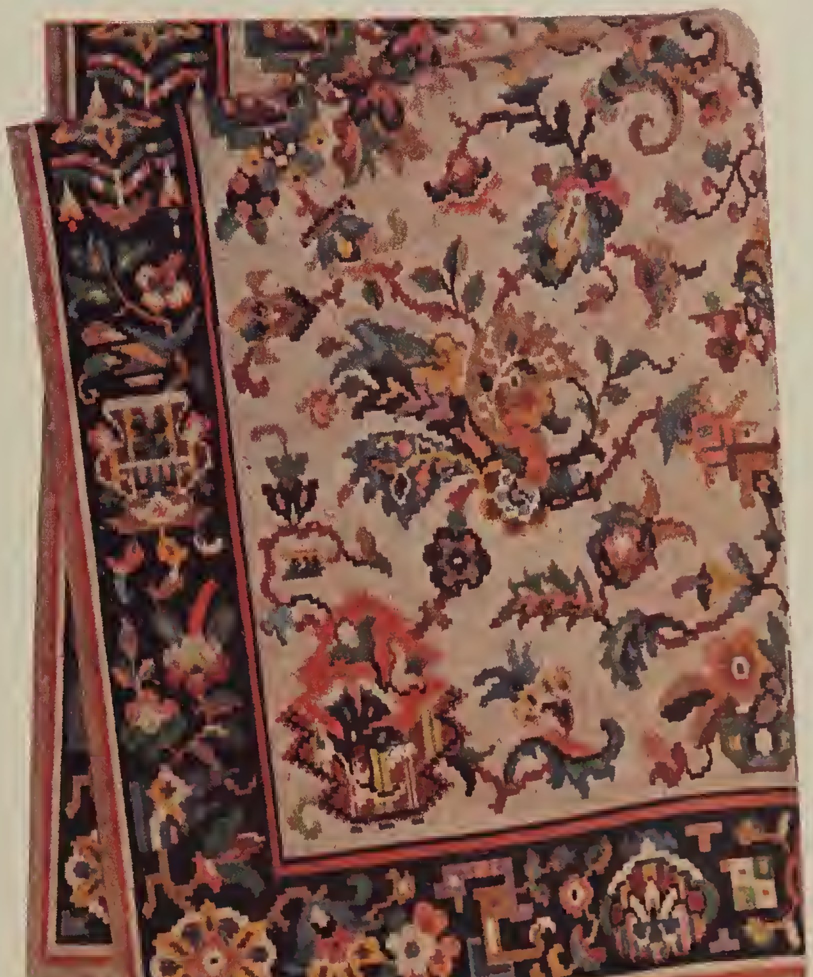
PATTERN 9091

9 x 12



PATTERN 9090

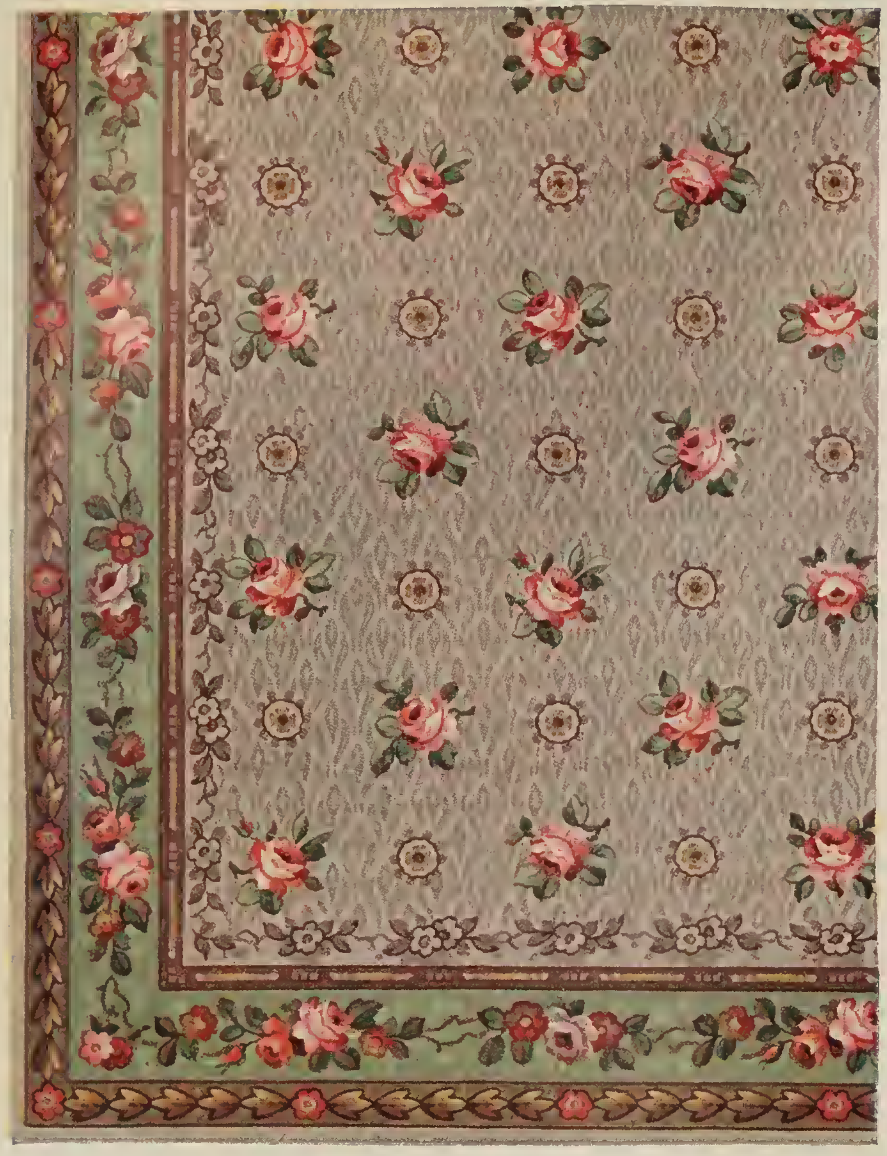
9 x 12



PATTERN 9085

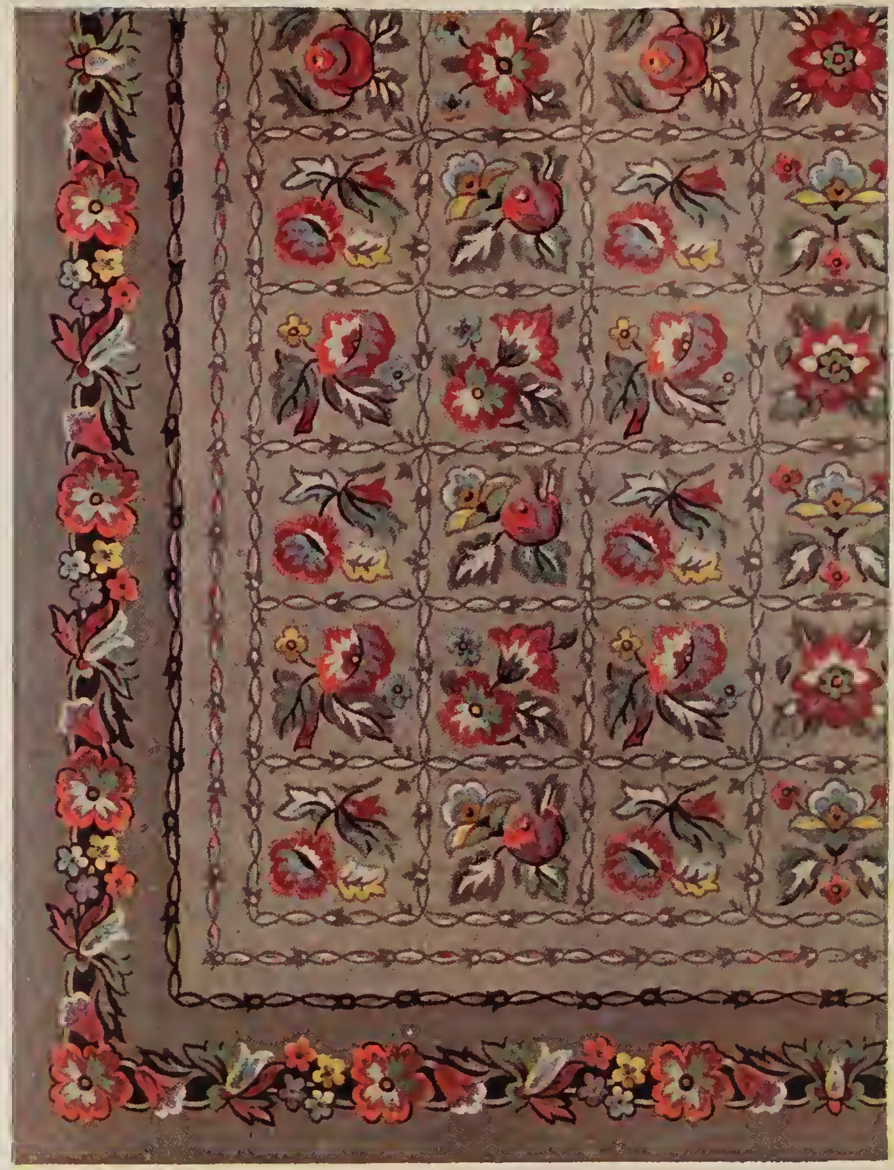
9 x 12

# Lincoln Seamless Tapestry Rugs



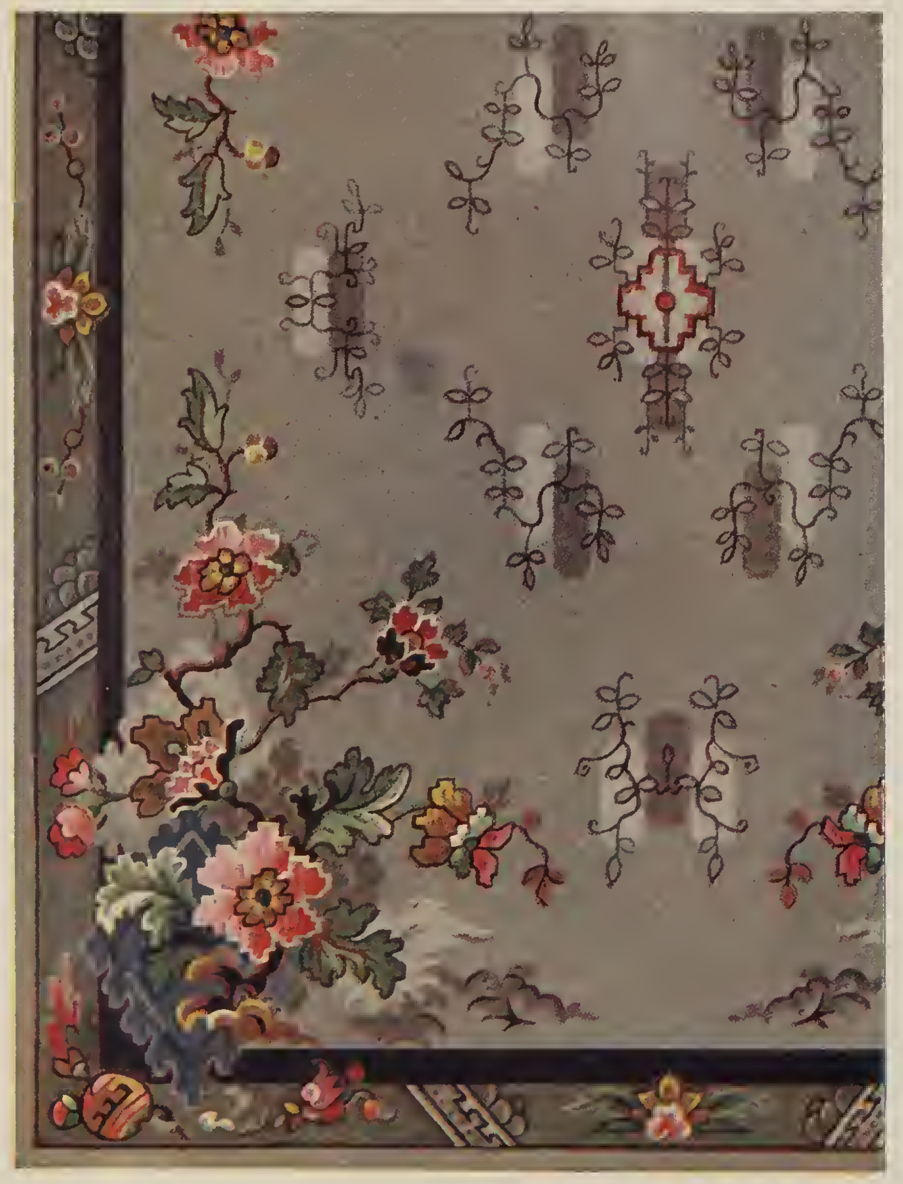
PATTERN 9086

6 x 9 8.3 x 10.6 9 x 12



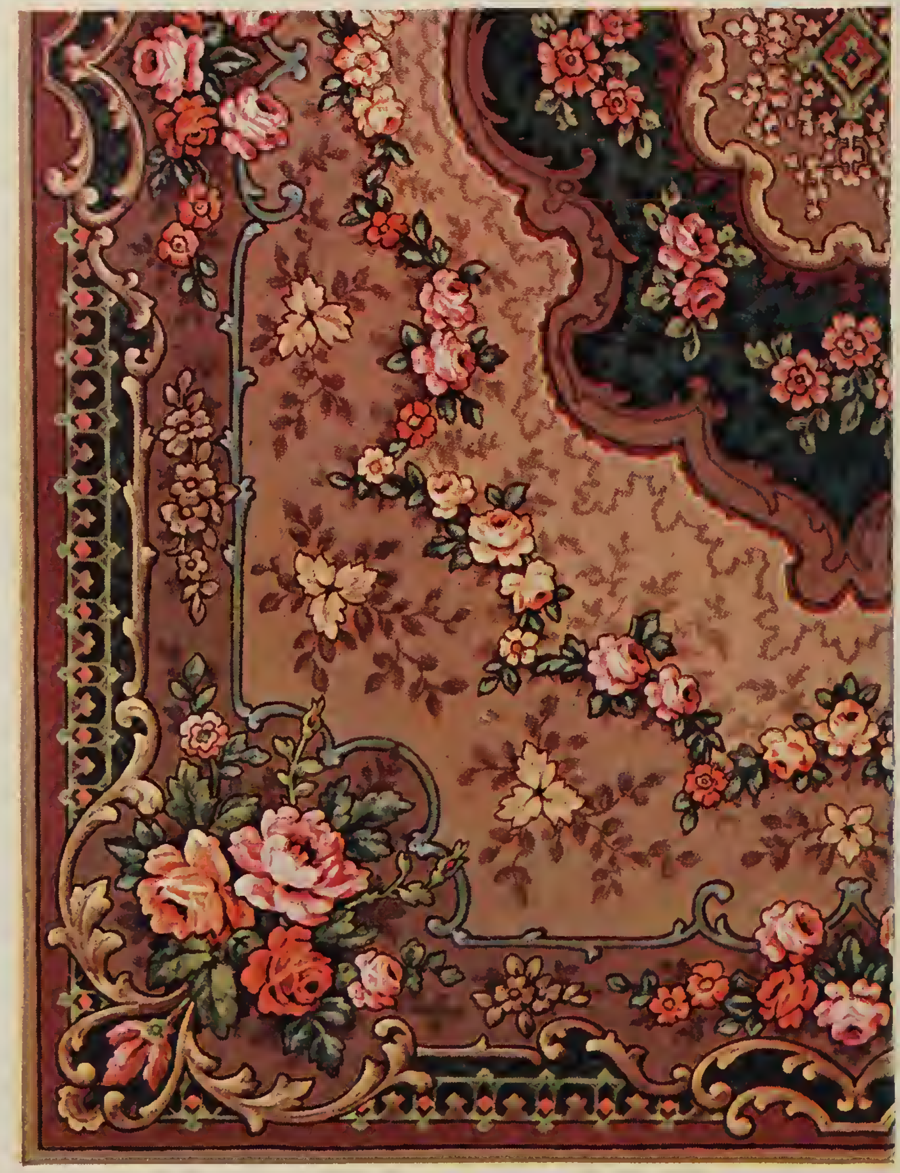
PATTERN 9087

8.3 x 10.6 9 x 12



PATTERN 9066

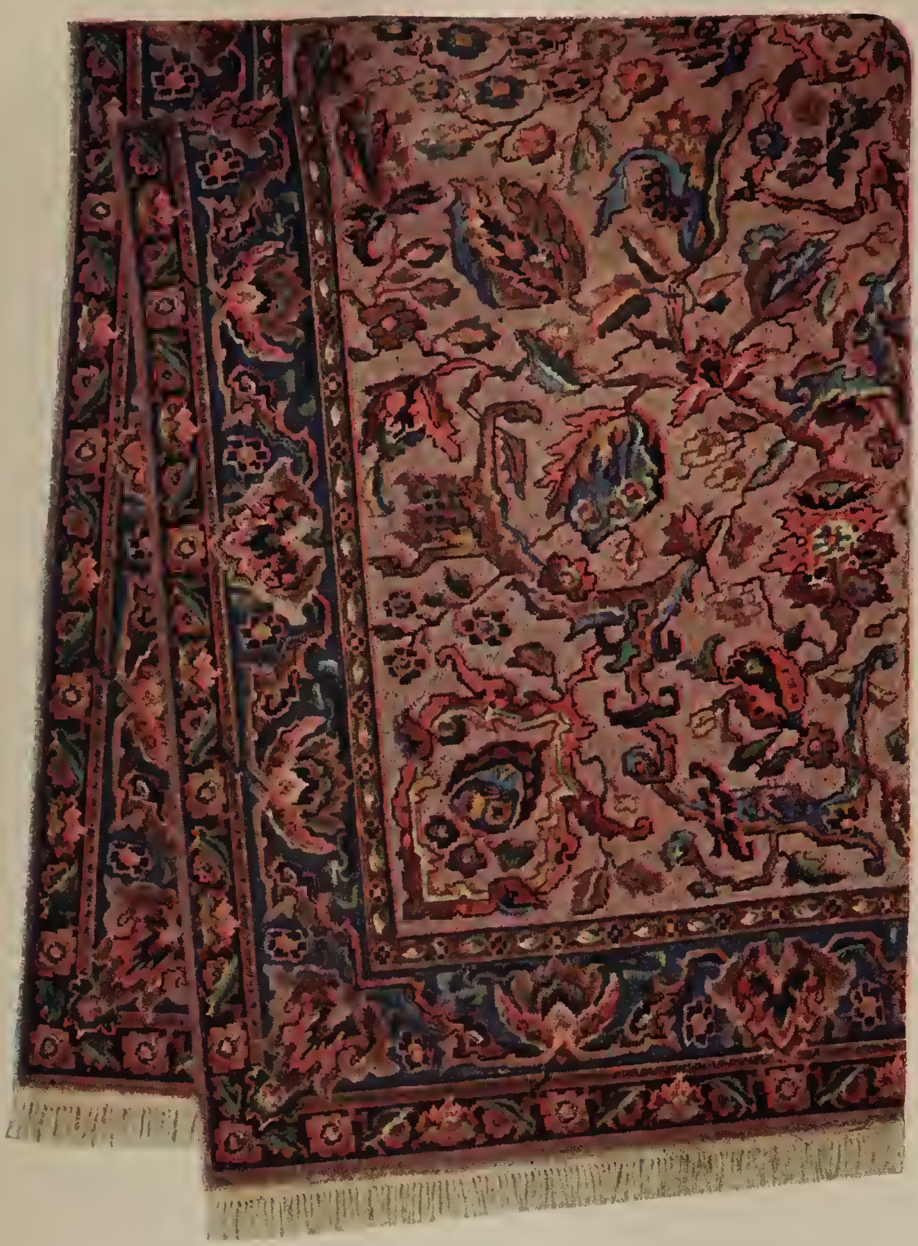
6 x 9 7.6 x 9 8.3 x 10.6 9 x 12



PATTERN 9078

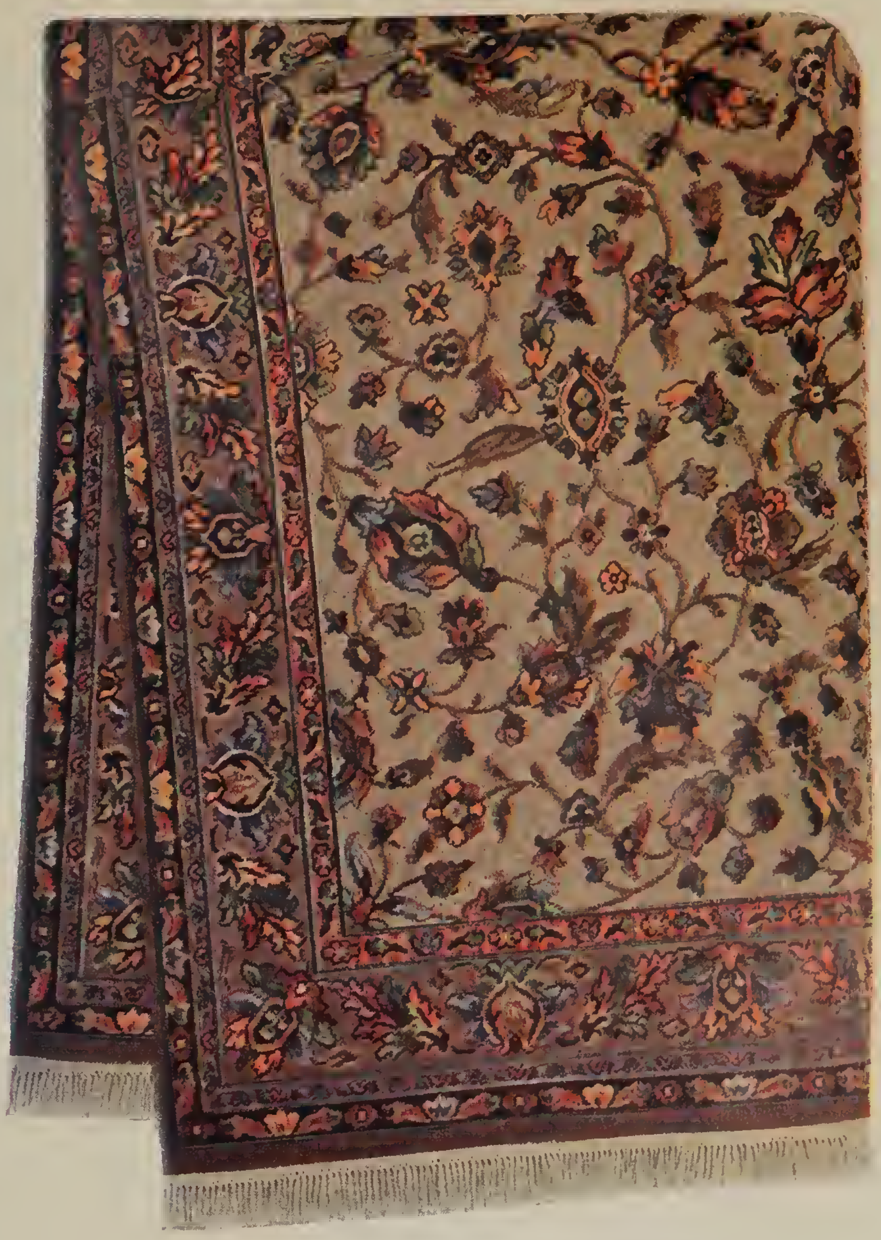
9 x 12

# Norwood Seamless Velvet Rugs



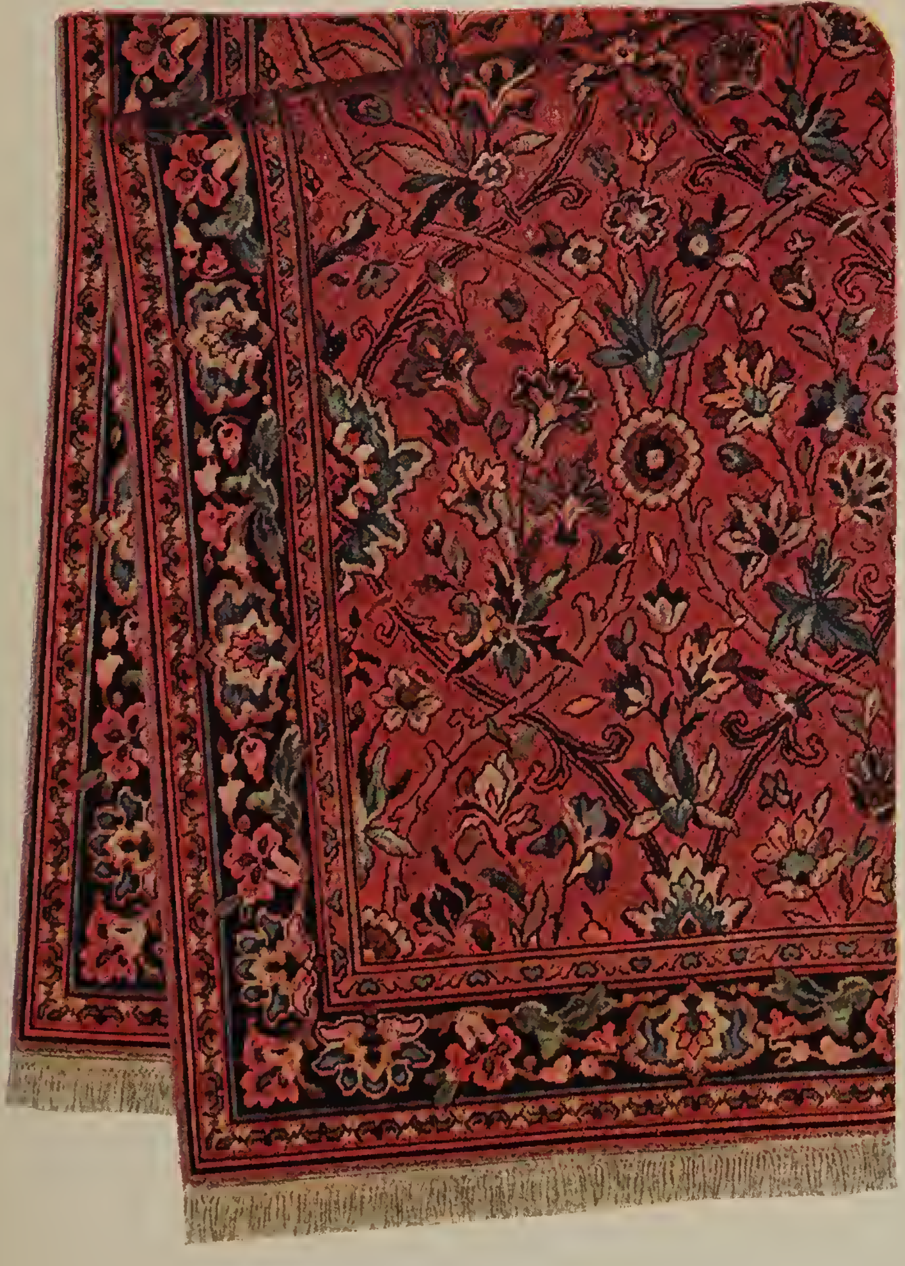
PATTERN 1110

9 x 12



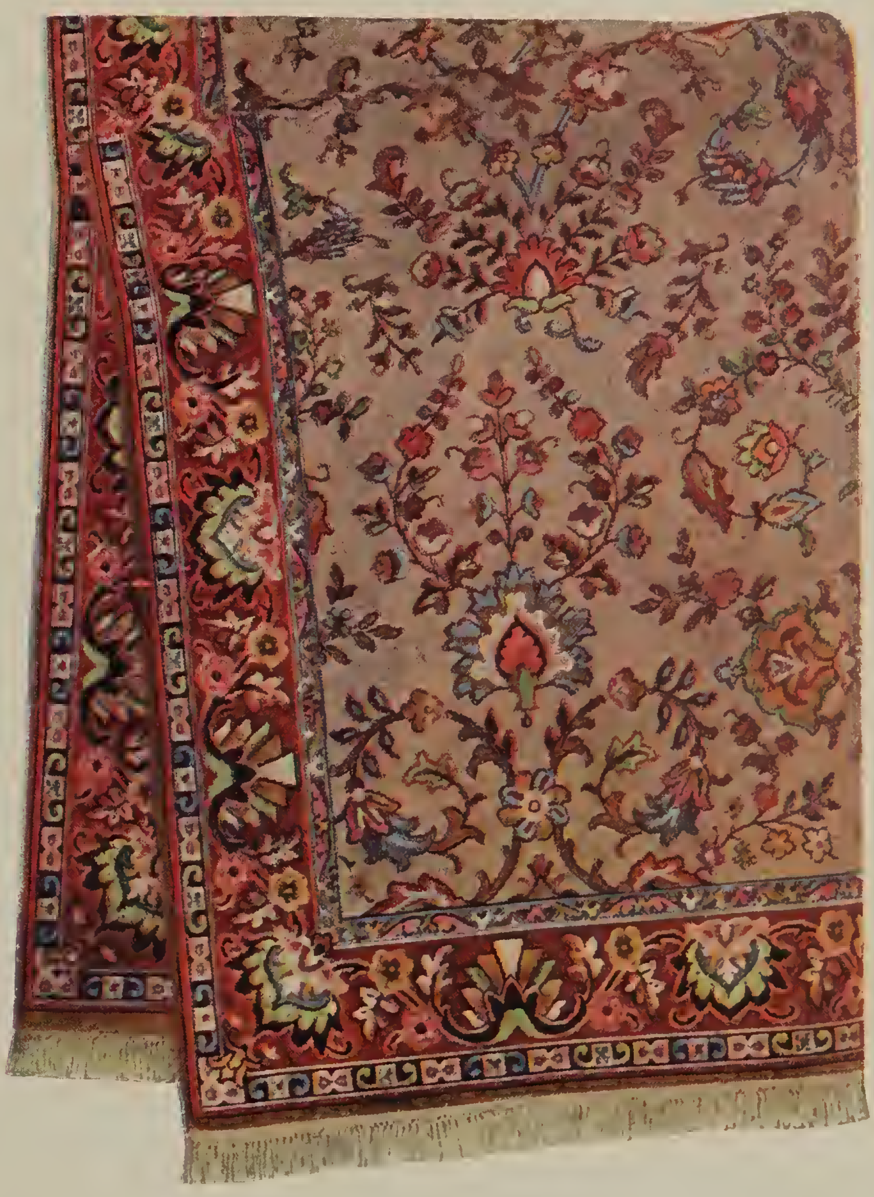
PATTERN 1107

27 x 54 6 x 9 7.6 x 9 8.3 x 10.6 9 x 12



PATTERN 1106

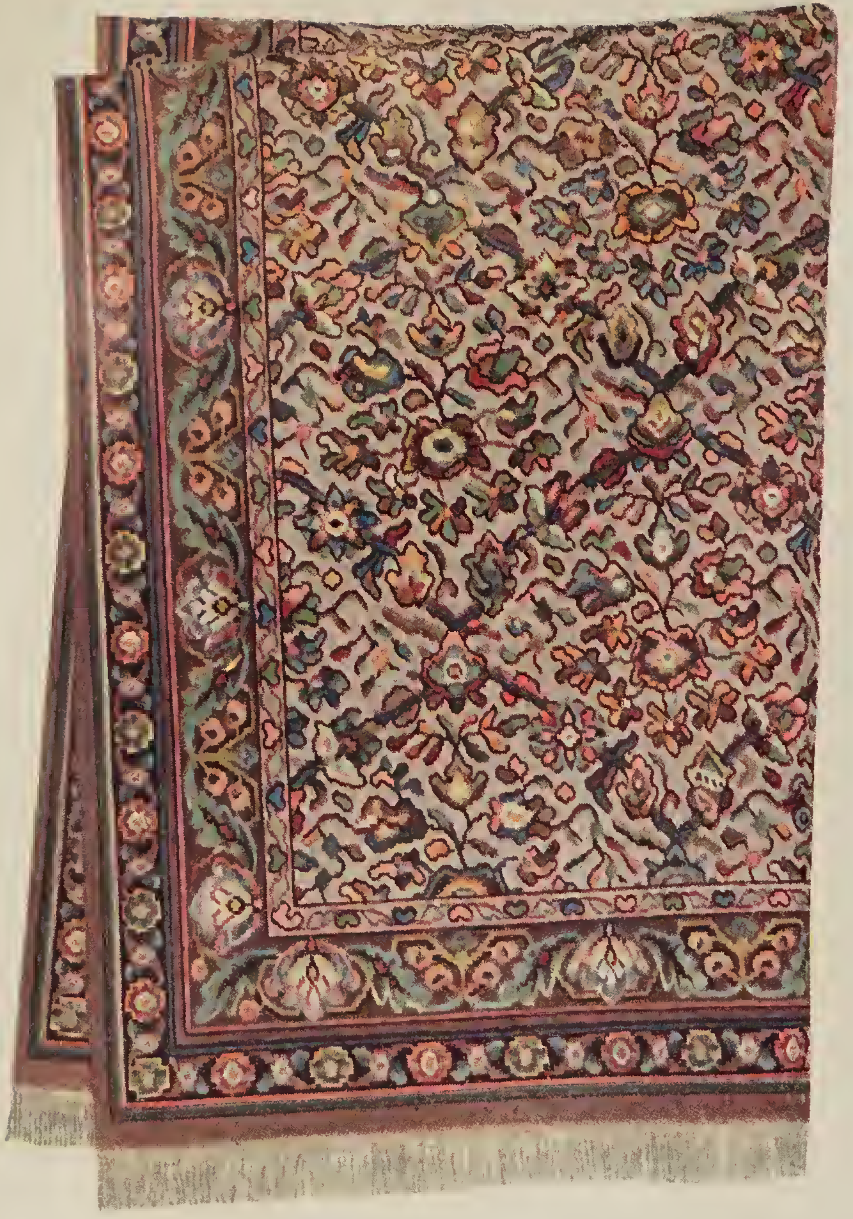
9 x 12



PATTERN 1104

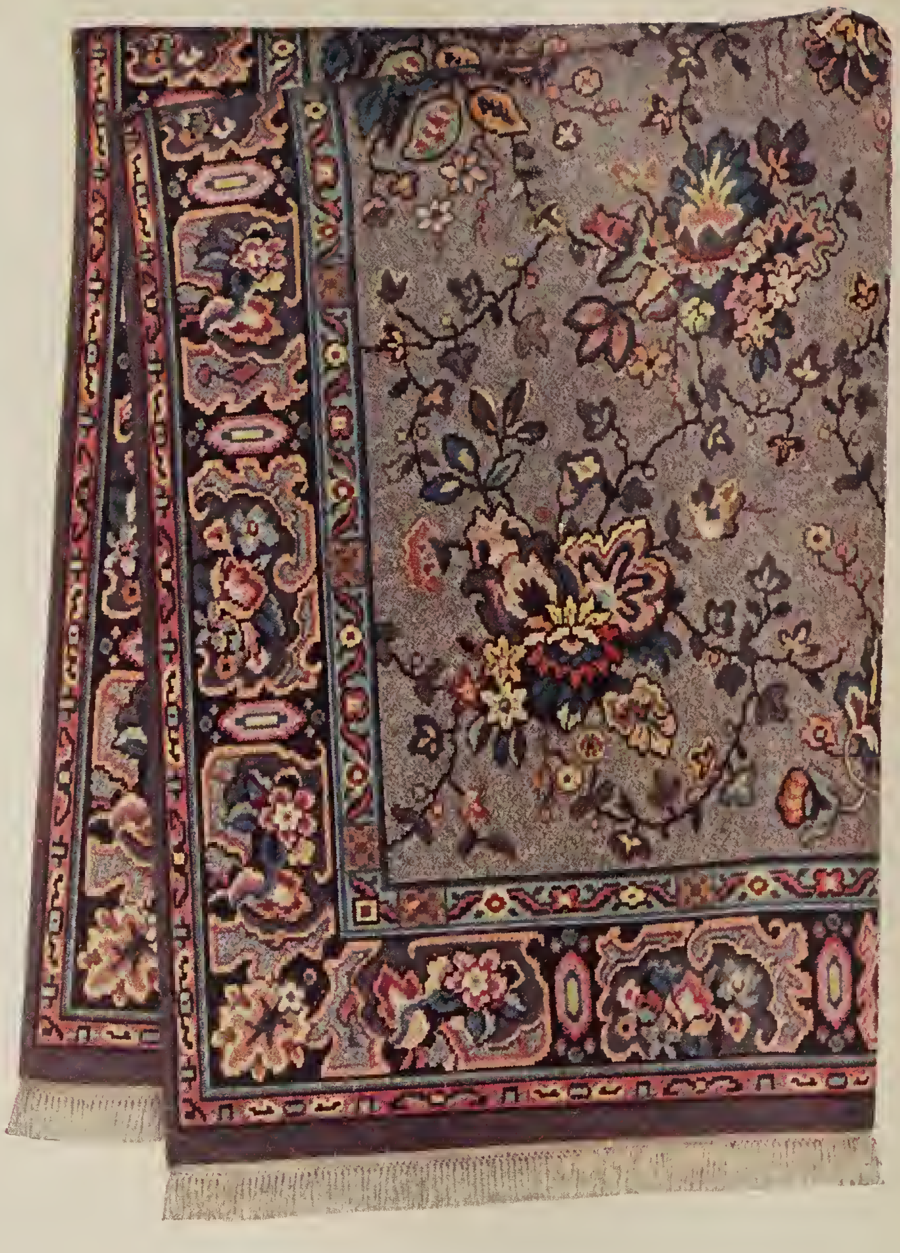
8.3 x 10.6 9 x 12

# Gotham Seamless Velvet Rugs



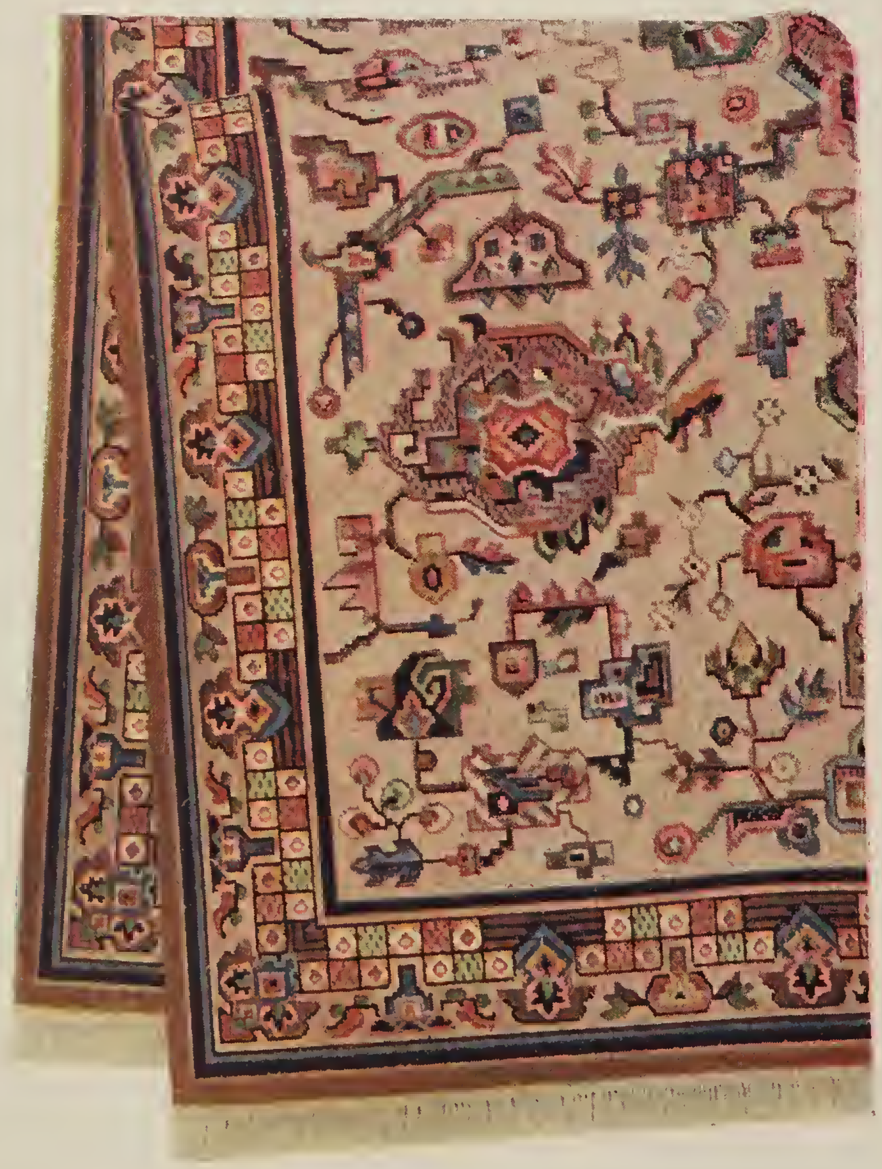
**PATTERN 945**

9 x 12



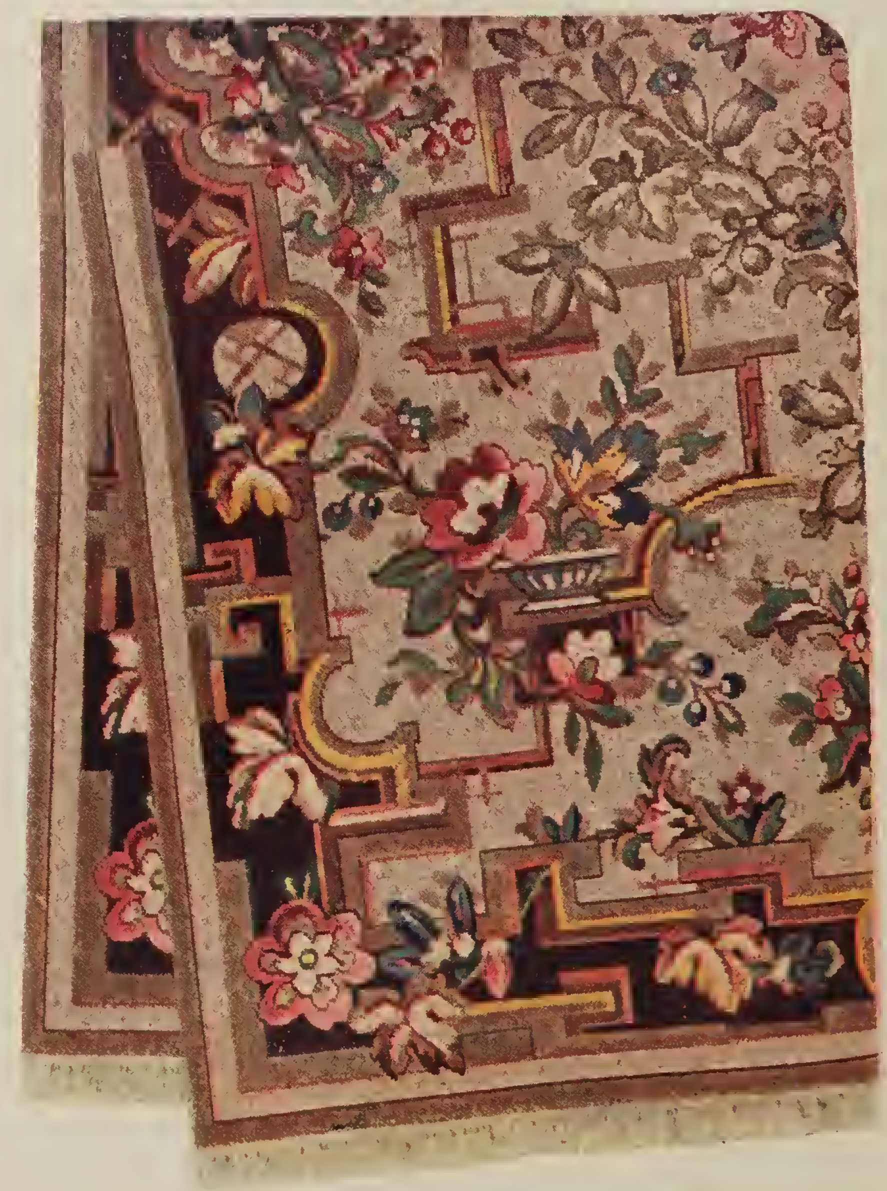
**PATTERN 942**

6 x 9 7.6 x 9 8.3 x 10.6 9 x 12



**PATTERN 944**

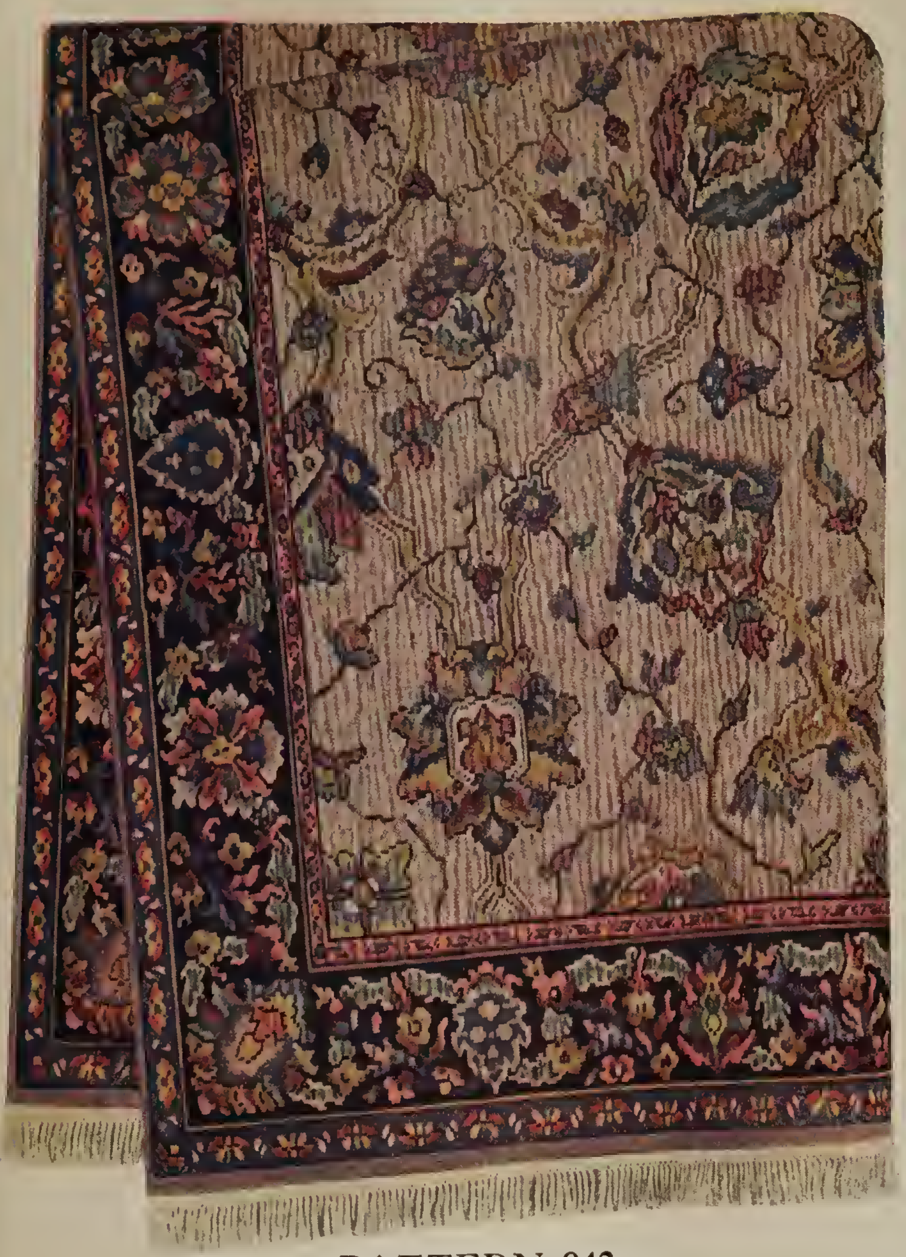
9 x 12



**PATTERN 941**

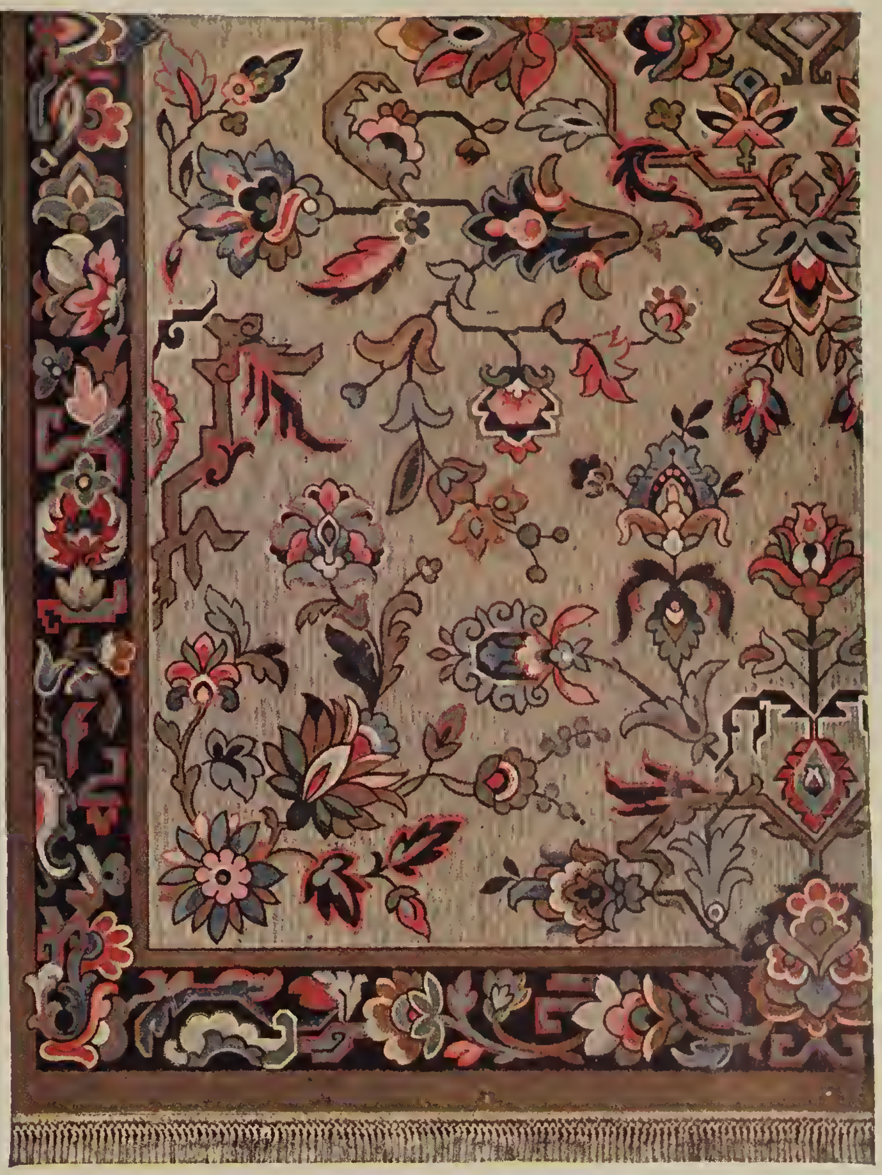
9 x 12

# Gotham Seamless Velvet Rugs



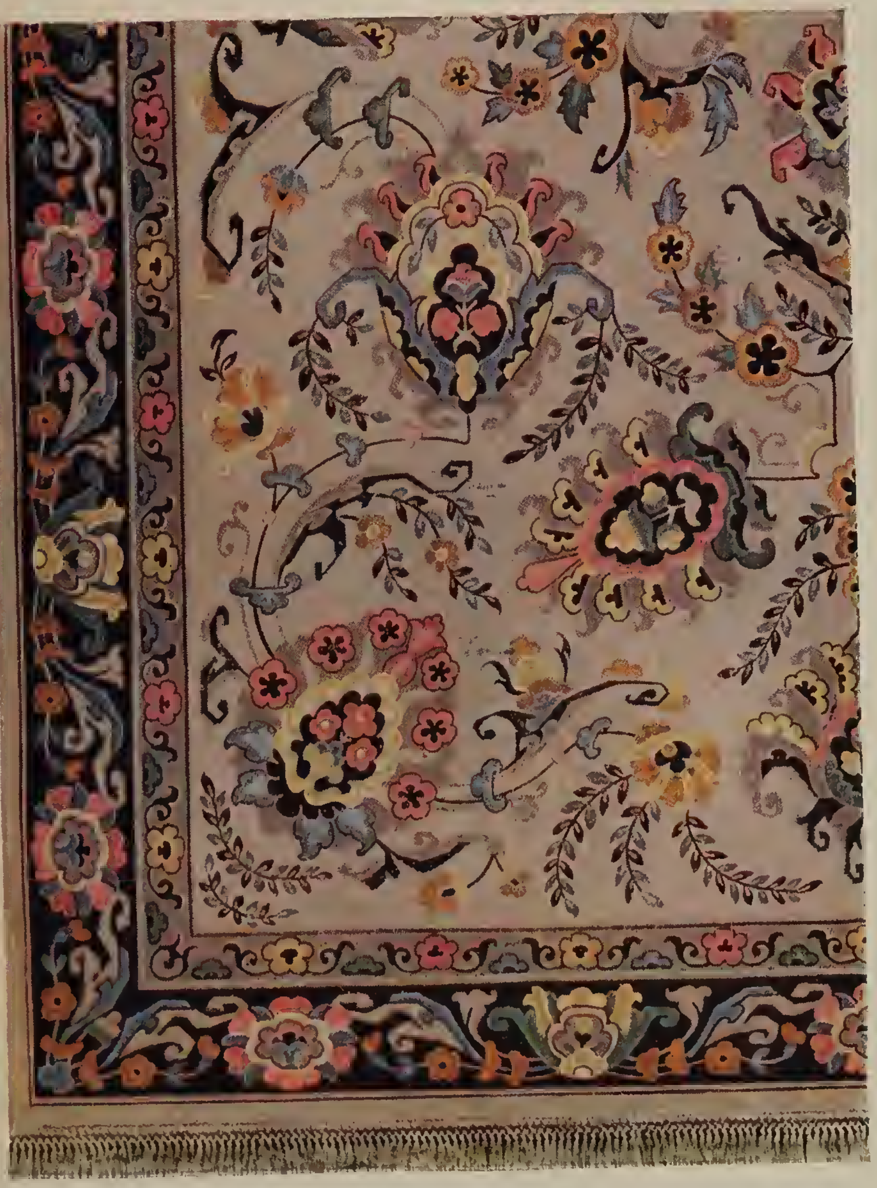
PATTERN 943

9 x 12



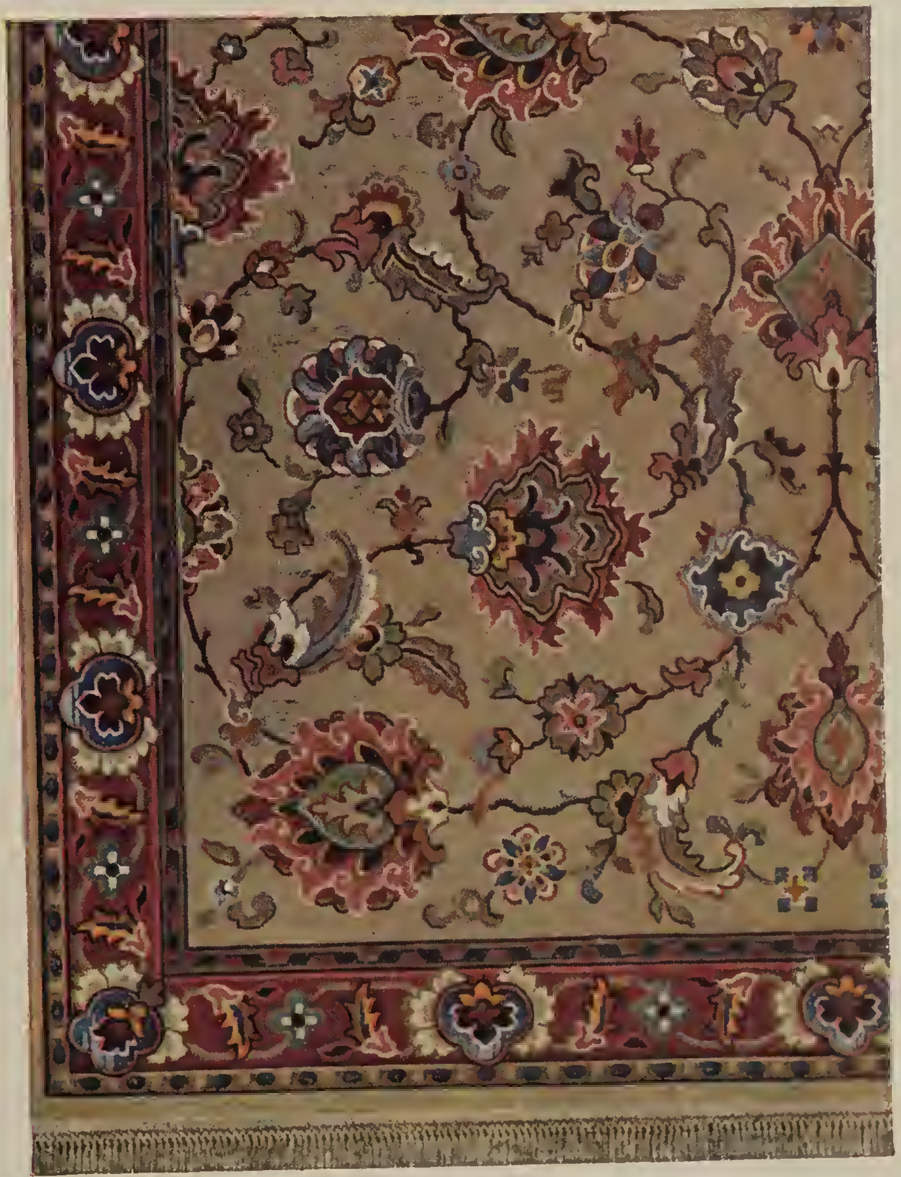
PATTERN 930

6 x 9　7.6 x 9　8.3 x 10.6　9 x 12



PATTERN 937

8.3 x 10.6　9 x 12



PATTERN 929

27 x 54　6 x 9　7.6 x 9　11.3 x 12　8.3 x 10.6　9 x 12

# CARPETS

## Manhattan Chenille

In addition to other carpet fabrics, the Mohawk Carpet Mills offers a new grade known as Manhattan Chenille.

This is a plain tone chenille, of excellent quality, woven for long wear, and without a seam up to thirty feet wide, made of stock-dyed yarn with deep lustrous pile. Ten day shipments can be assured on Manhattan Chenille.

Manhattan Chenille is priced to compete with a good grade Broadloom which is usually priced on a higher basis for extreme widths. Manhattan Chenille is sold at same square yard price for all widths. In 24 popular shades:

| PATTERN | COLOR |
|---|---|
| 18/047 | Taupe |
| 18/0165 | Fawn |
| 18/0167 | Peach |
| 18/0168 | Burma Rose |
| 18/0169 | Briar |
| 18/0170 | Castilian Red |
| 18/0171 | Taupe Lake |
| 18/0202 | Rose Taupe |
| 18/0204 | Jade Green |
| 18/0205 | Blue |
| 18/0206 | Raisin |
| 18/0207 | Orchid |
| 18/0210 | Black |
| 18/0212 | Forest Green |
| 18/0213 | Mulberry |
| 18/0290 | Burgundy |
| 18/0301 | Ashes of Roses |
| 18/0302 | Turquoise Blue |

| PATTERN | COLOR |
|---|---|
| 18/0340 | Sage Green |
| 18/0341 | Crimson |
| 18/0342 | Gold |
| 18/0343 | French Blue |
| 18/0440 | Antique Blue |
| 18/0441 | Copper |

## Capital

Capital Carpet is woven of yarn dyed by a special process, giving a remarkably level spread of color and a firm, weighty fabric. It is available in the following widths: 2′3″, 3′, 4′6″, 9′, 10′6″, 12′, 15′ and 18′ for full rolls and cut order.

Mohawk's cut order service is complete in every respect, in that the Mills will cut, sew and bind carpets to any size and ship out complete, ready for installation. Capital Carpet is available in 26 colors:

| PATTERN | COLOR |
|---|---|
| 7/47 | Taupe |
| 7/62 | Natural |
| 7/165 | Fawn |
| 7/167 | Peach |
| 7/168 | Burma Rose |
| 7/169 | Briar |
| 7/170 | Castilian Red |

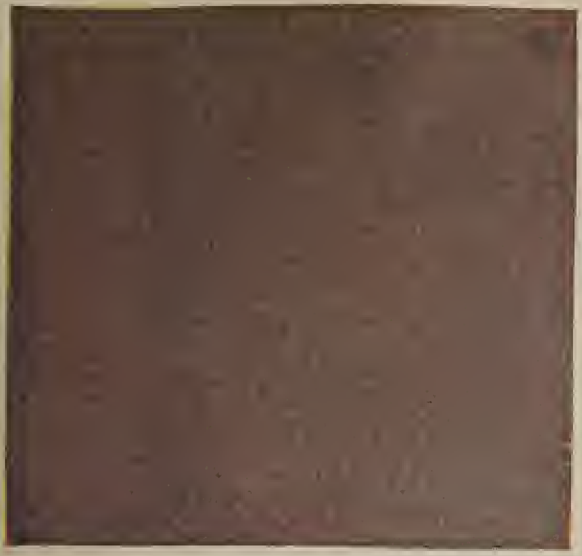
| PATTERN | COLOR |
|---|---|
| 7/171 | Taupe Lake |
| 7/195 | Heather Mist |
| 7/202 | Rose Taupe |
| 7/204 | Jade Green |
| 7/205 | Blue |
| 7/206 | Raisin |
| 7/207 | Orchid |
| 7/210 | Black |
| 7/212 | Forest Green |
| 7/213 | Mulberry |
| 7/290 | Burgundy |
| 7/301 | Ashes of Roses |
| 7/302 | Turquoise Blue |
| 7/340 | Sage Green |
| 7/341 | Crimson |
| 7/342 | Gold |
| 7/343 | French Blue |
| 7/440 | Antique Blue |
| 7/441 | Copper |

## Broadalbin

Broadalbin is an inexpensive but durable Broadloom carpet woven in 2′3″, 9′ and 12′ widths. It is an excellent fabric of many uses, being ideally suited for offices and for the home generally—particularly for bedrooms. Seven shades.

| PATTERN | COLOR | PATTERN | COLOR |
|---|---|---|---|
| 51/167 | Peach | 51/204 | Jade Green |
| 51/169 | Briar | 51/206 | Raisin |
| 51/171 | Taupe Lake | 51/290 | Burgundy |
| 51/441 | Copper | | |

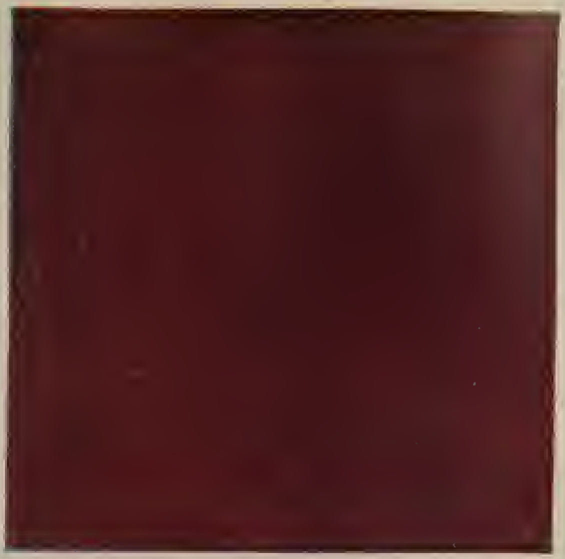
# Capital Velvet Carpets



**PATTERN 7/171**

Made in

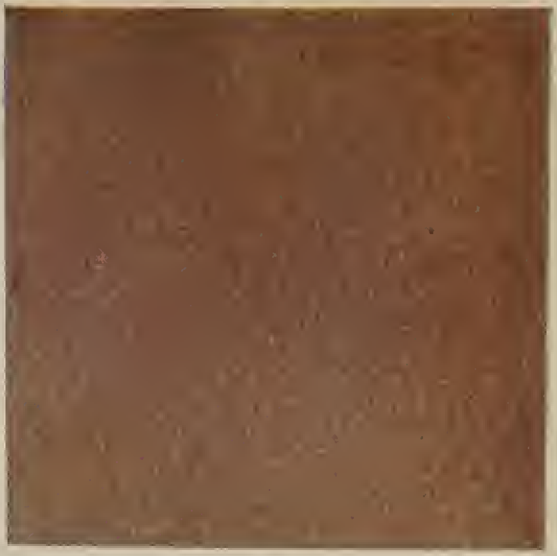
3/4 4/4 12/4 20/4
16/4



**PATTERN 7/290**

Made in

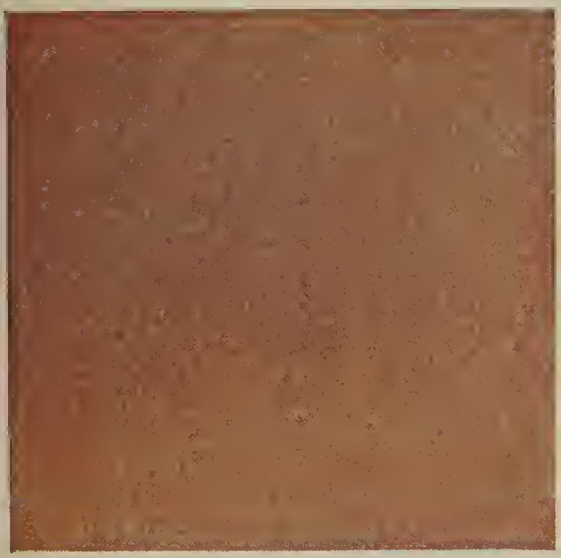
3/4 12/4 16/4 20/4
4/4 24/4



**PATTERN 7/202**

Made in

3/4 12/4 14/4 20/4
4/4 16/4 24/4



**PATTERN 7/167**

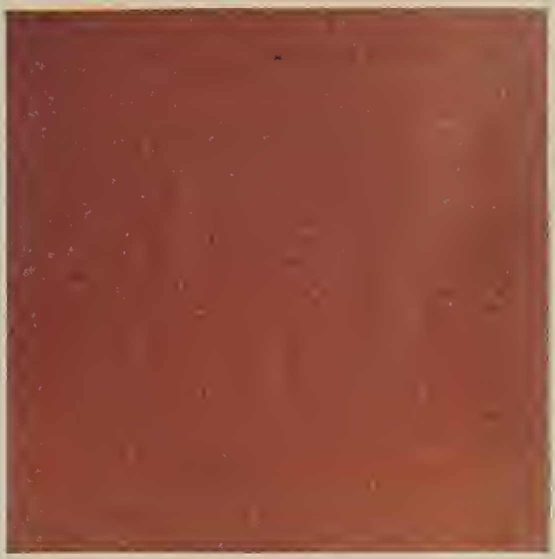
Made in

3/4 6/4 12/4 20/4
4/4 16/4 24/4

**PATTERN 7/302**

Made in

3/4 4/4 12/4 16/4



**PATTERN 7/441**

Made in

3/4 4/4 12/4 16/4
20/4

**PATTERN 7/204**

Made in

3/4 12/4 14/4 20/4
4/4 16/4 24/4

**PATTERN 7/169**

Made in

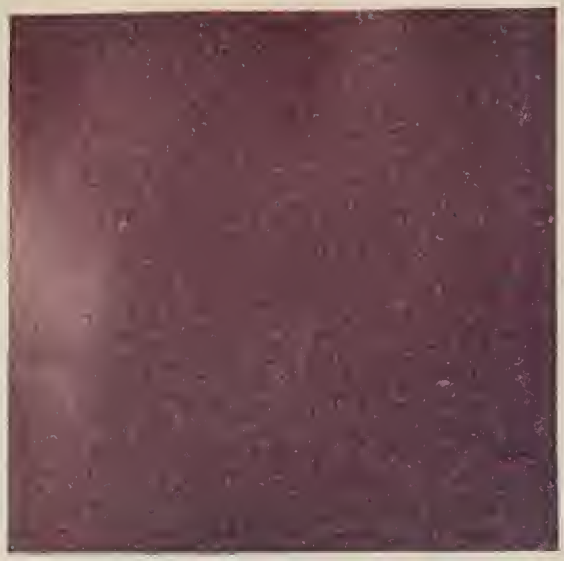
3/4 4/4 16/4 24/4
12/4 20/4

**PATTERN 7/195**

Made in

3/4 12/4 16/4 20/4
4/4 24/4

# Capital Velvet Carpets



PATTERN 7/207

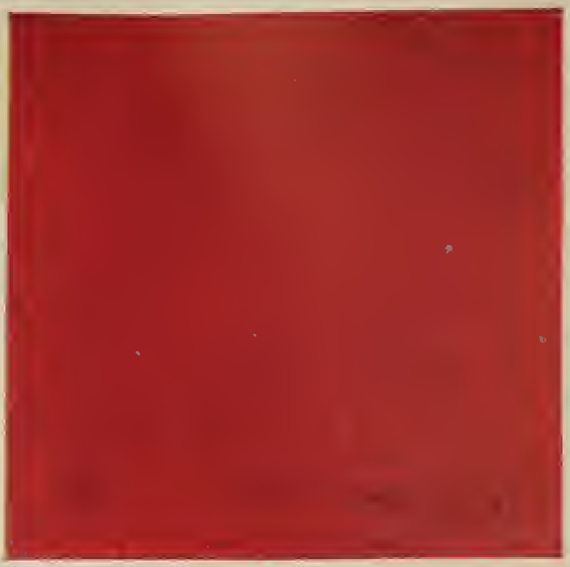
Made in

3/4 4/4 12/4 16/4

PATTERN 7/206

Made in

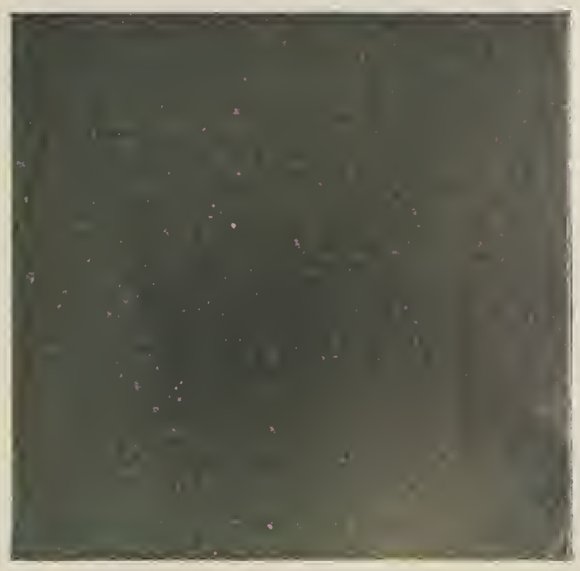
3/4 4/4 12/4 16/4 20/4
24/4



PATTERN 7/341

Made in

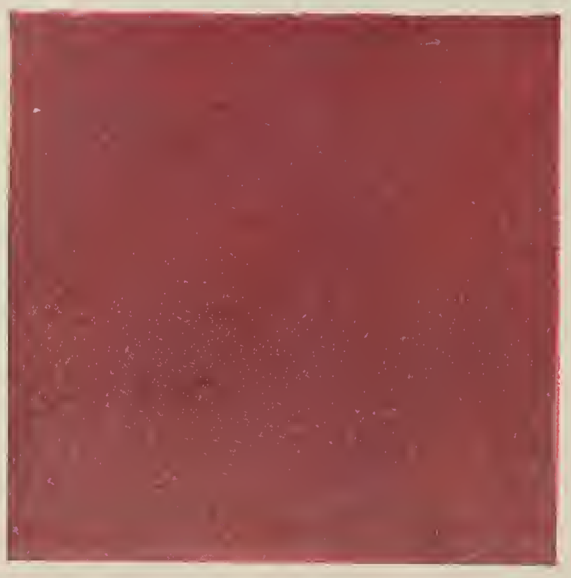
3/4 4/4 12/4 16/4



PATTERN 7/340

Made in

3/4 4/4 12/4 14/4
16/4 20/4



PATTERN 7/168

Made in

3/4 4/4 12/4 16/4 20/4

PATTERN 7/301

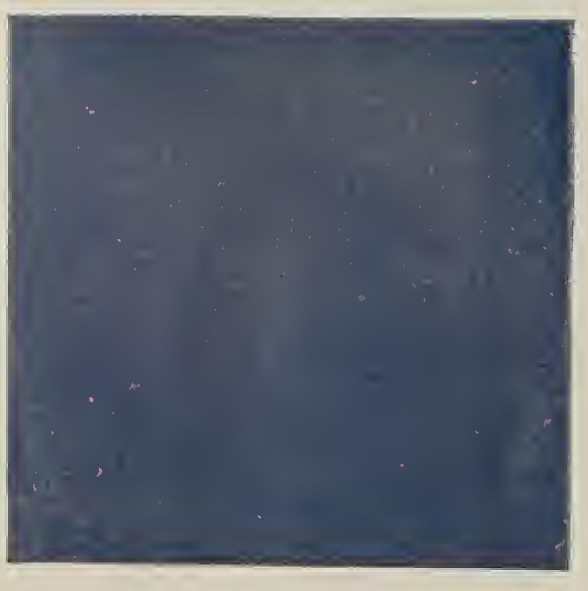
Made in

3/4 4/4 12/4 16/4

PATTERN 7/342

Made in

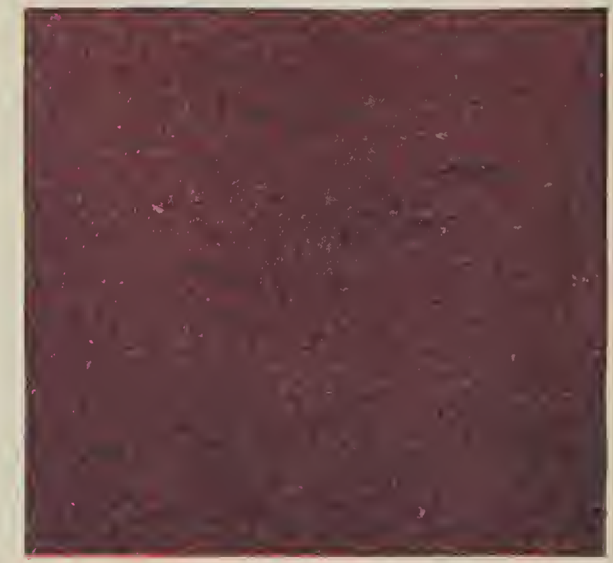
3/4 4/4 12/4 16/4



PATTERN 7/343

Made in

3/4 4/4 12/4 16/4

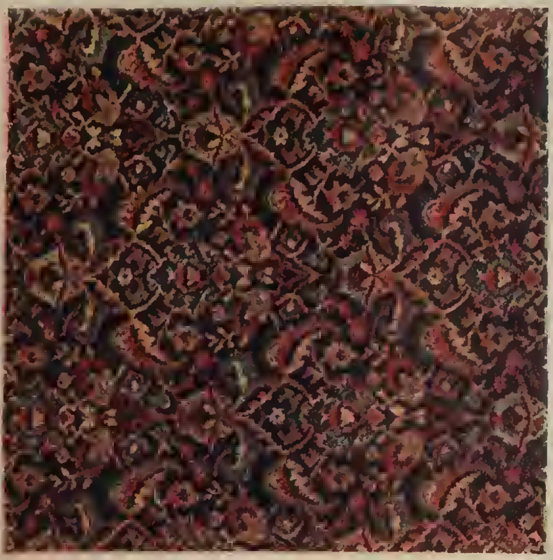


PATTERN 7/213

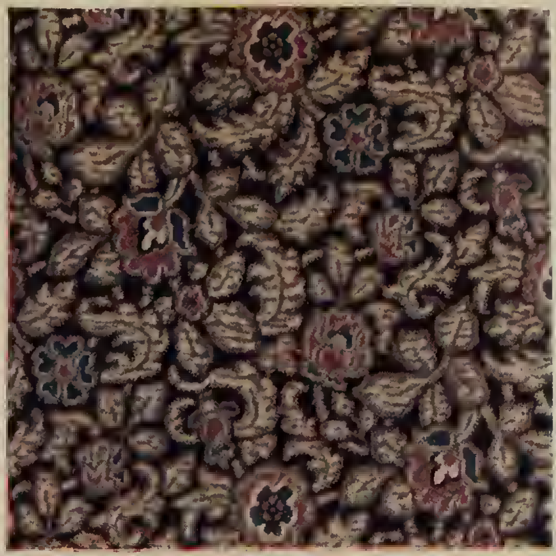
Made in

3/4 4/4 12/4 16/4

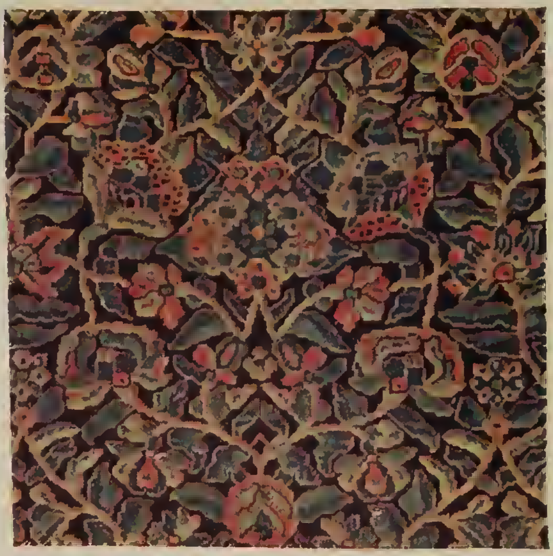
# Kilmarnock Worsted Wilton



**PATTERN 512-B**
Made in 3/4

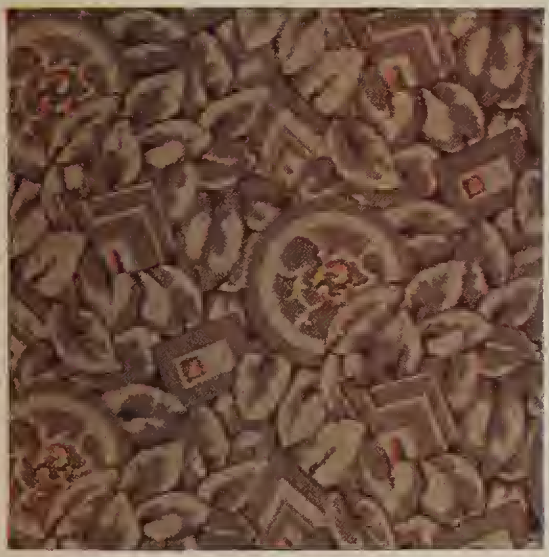


**PATTERN 479-E**
Made in 3/4

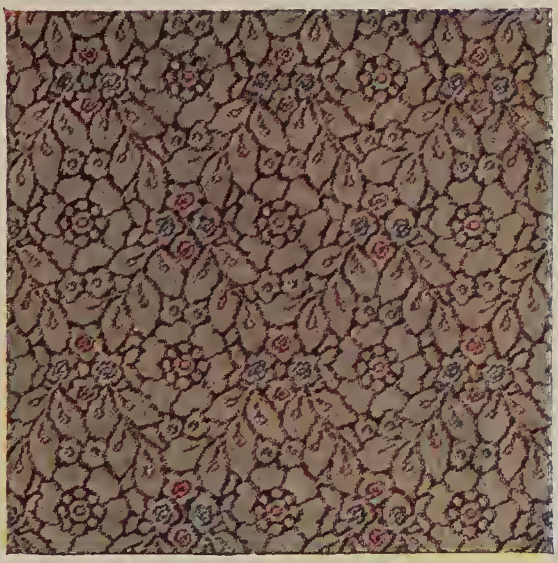


**PATTERN 481-E**
Made in 3/4

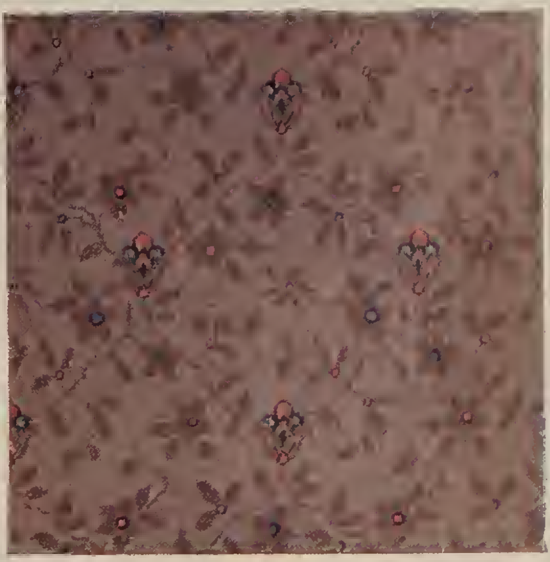
# Kenmore Worsted Wilton



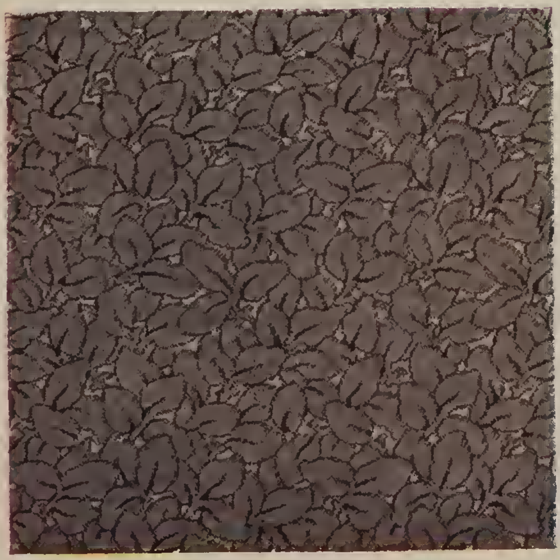
**PATTERN 2144-C**
Made in 3/4



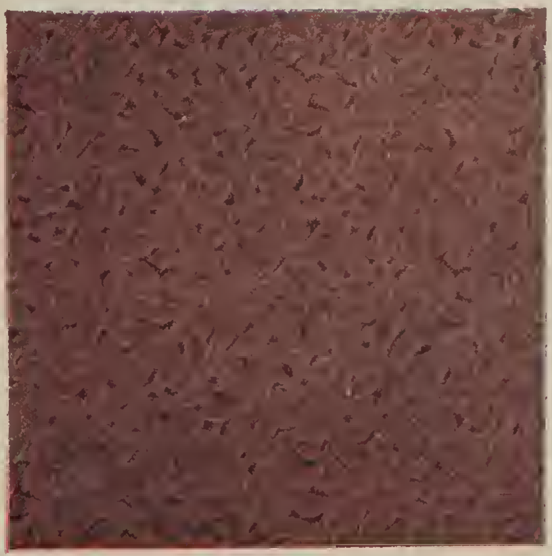
**PATTERN 2081-T**
Made in
3/4 Body 3/4 Stair



**PATTERN 2098-C**
Made in 3/4

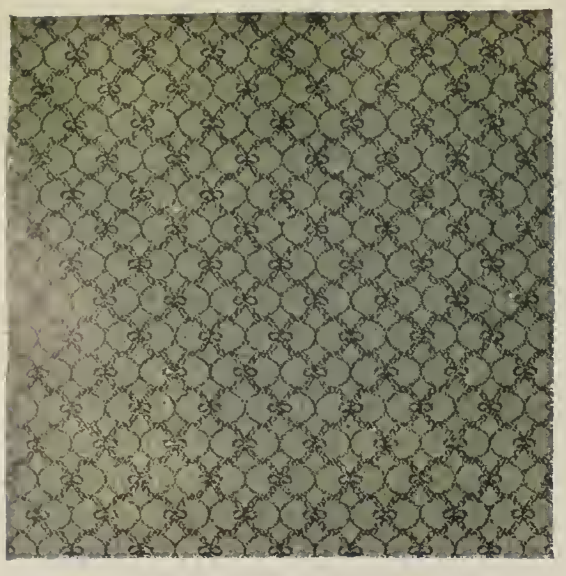


**PATTERN 2022-H**
Made in 3/4

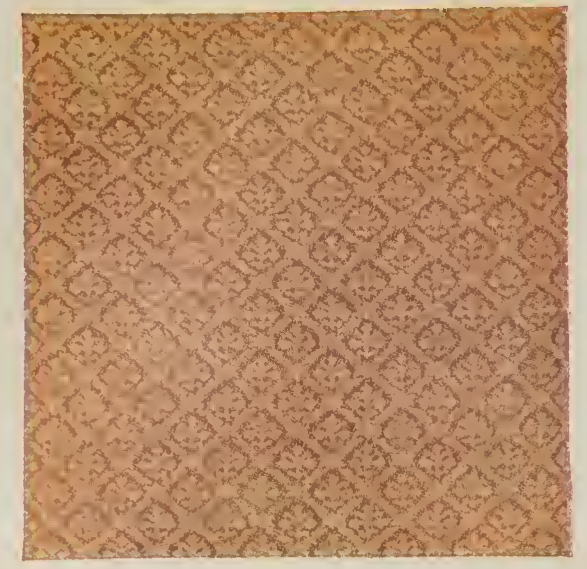


**PATTERN 2108-K**
Made in 3/4

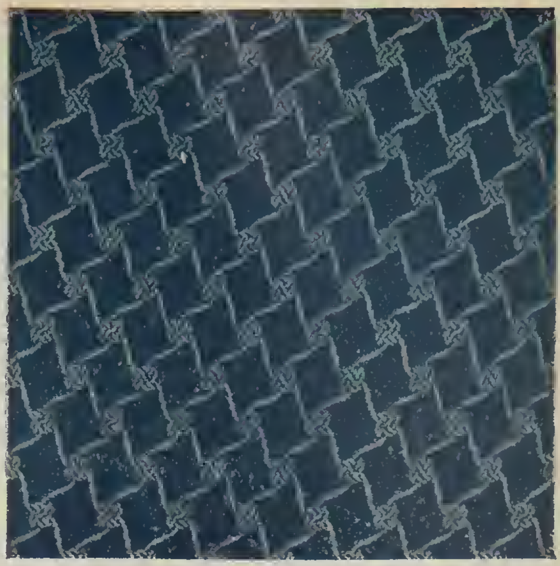
# Kinross Worsted Wilton



PATTERN 3022-G
Made in 3/4

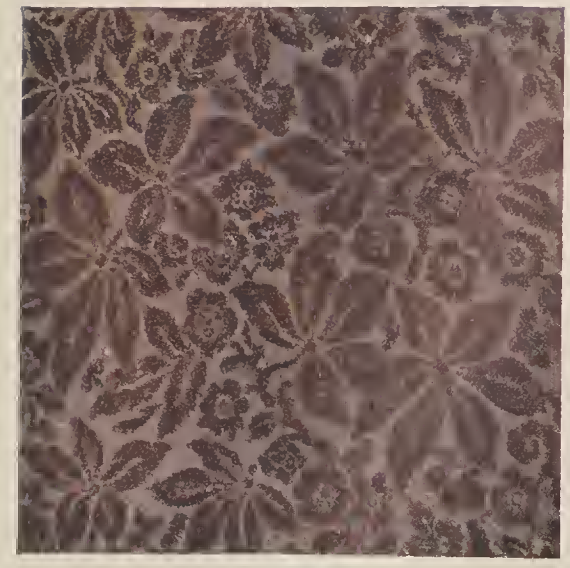


PATTERN 3030-L
Made in 3/4

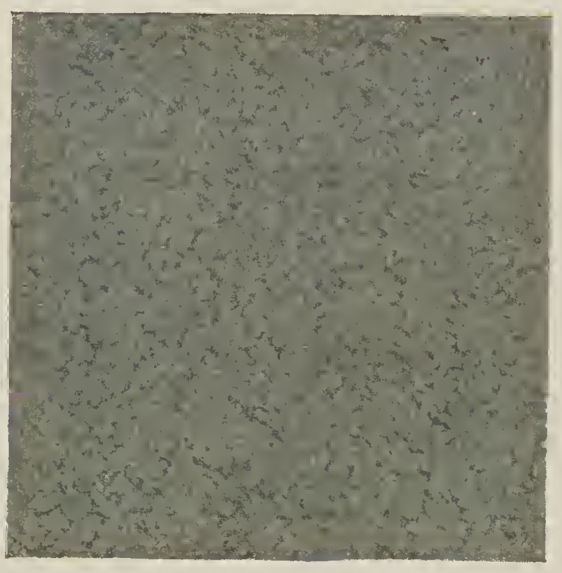


PATTERN 3026-B
Made in 3/4

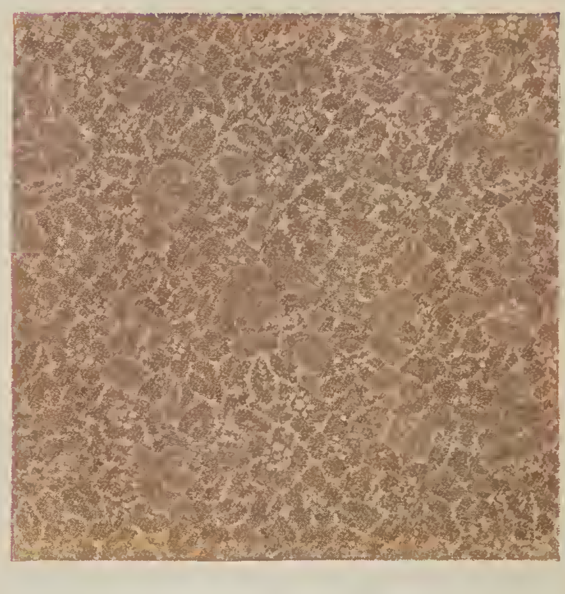
# Brocade Wilton



PATTERN 6200-R
Made in 3/4

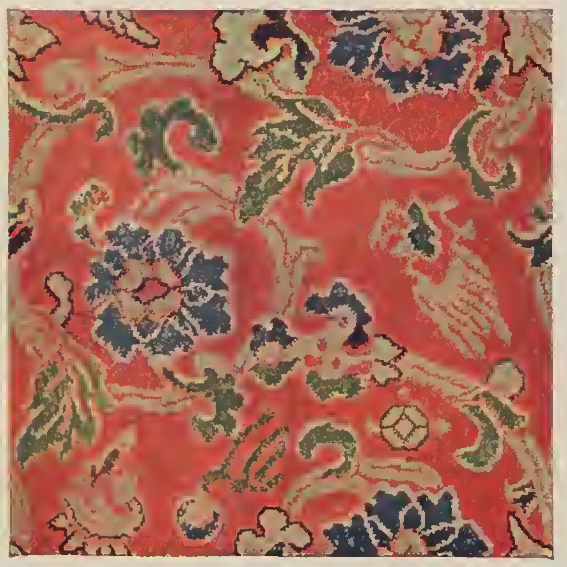


PATTERN 6201-G
Made in 3/4

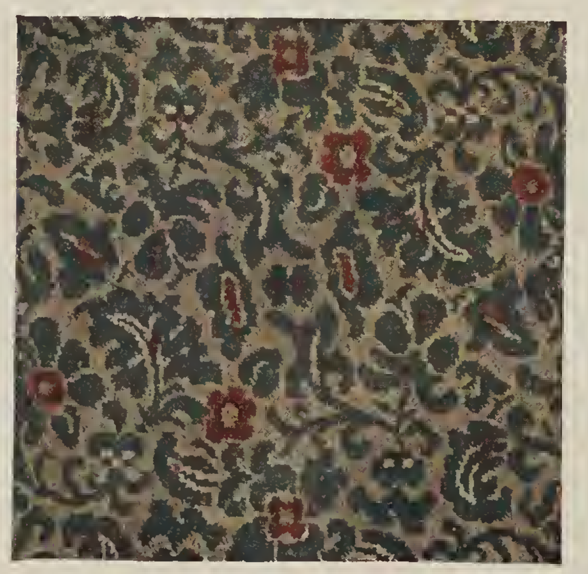


PATTERN 6205-C
Made in 3/4

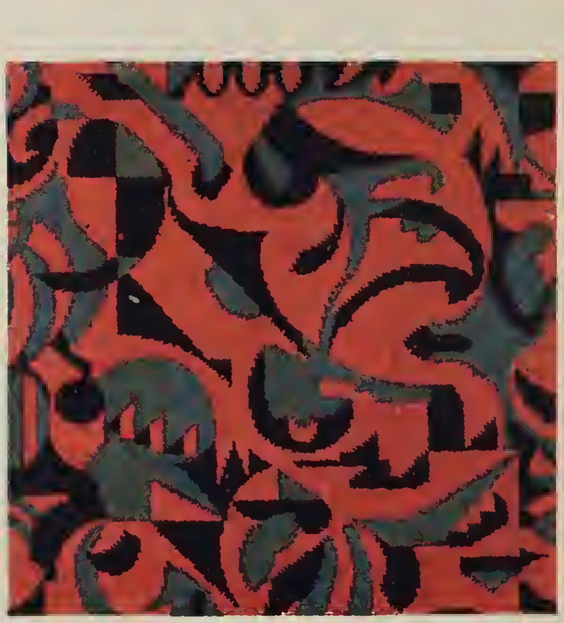
# Braeside Wilton



PATTERN 7004-K
Made in
3/4 4/4

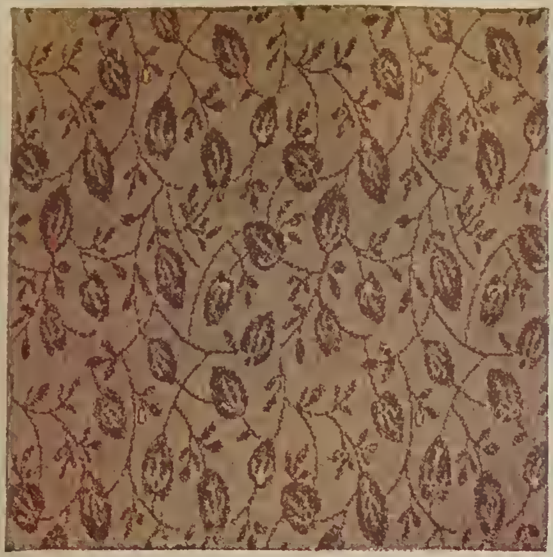


PATTERN 7017-T
Made in 3/4



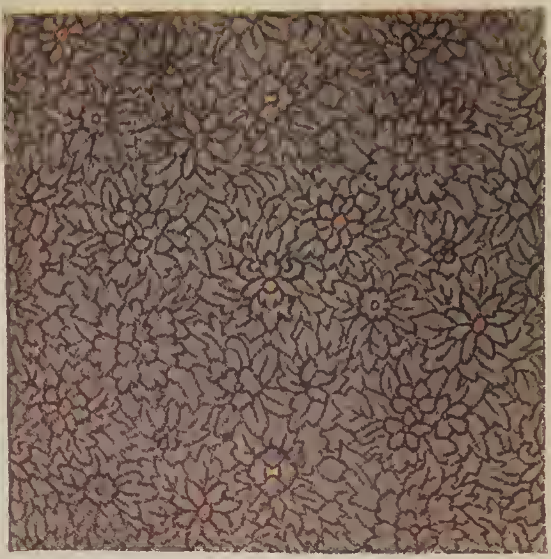
PATTERN 7010-K
Made in
3/4 4/4

# Madison Wilton

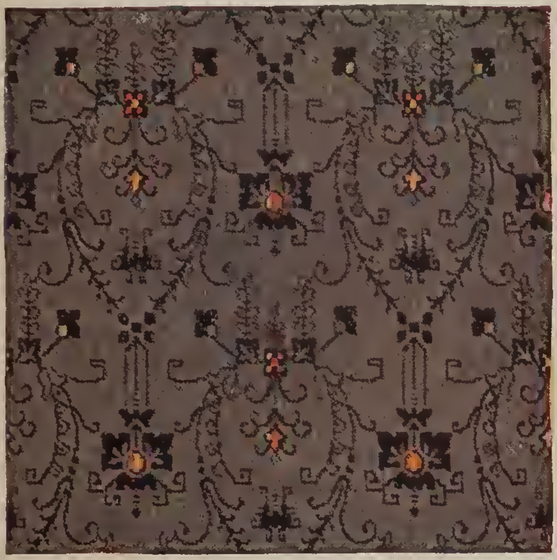


PATTERN 0535-C
Made in 3/4

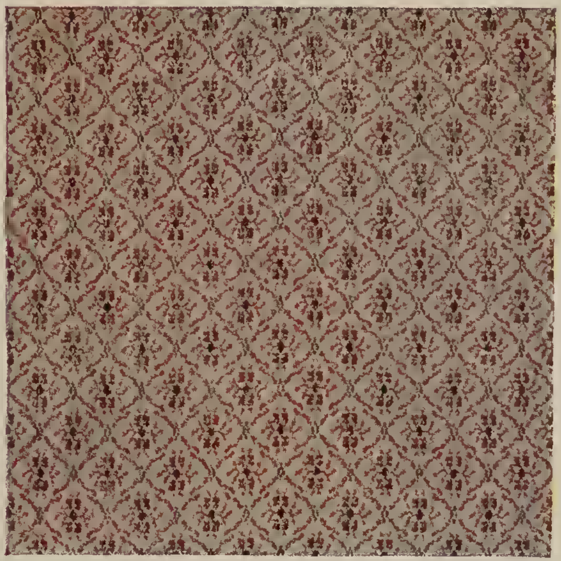
PATTERN 0505-G
Made in 3/4



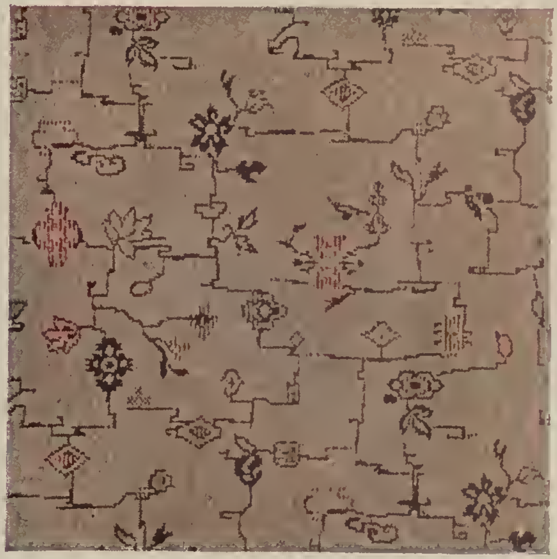
PATTERN 0520-T
Made in 3/4



PATTERN 0521-H
Made in 3/4

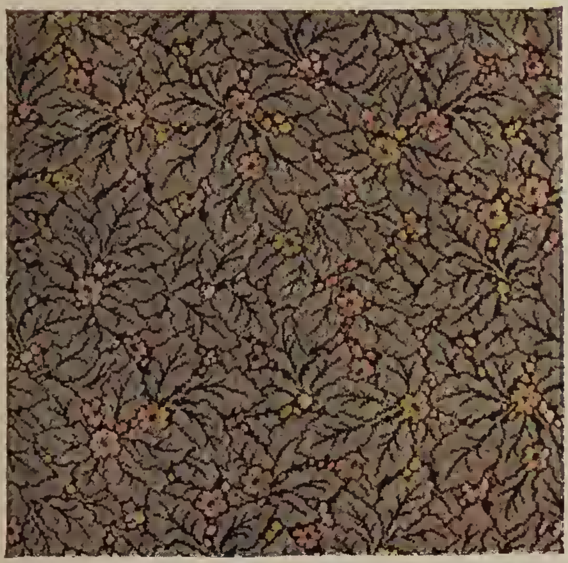


PATTERN 0519-N
Made in 3/4

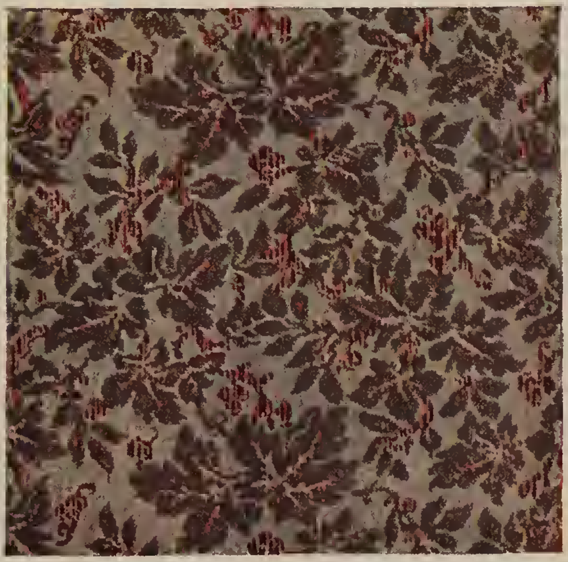


PATTERN 0517-H
Made in 3/4

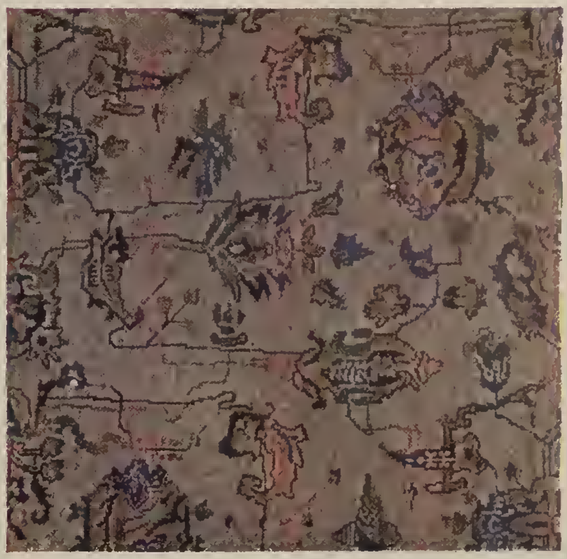
# Brentmore Wilton



PATTERN 3759-T
Made in 3/4

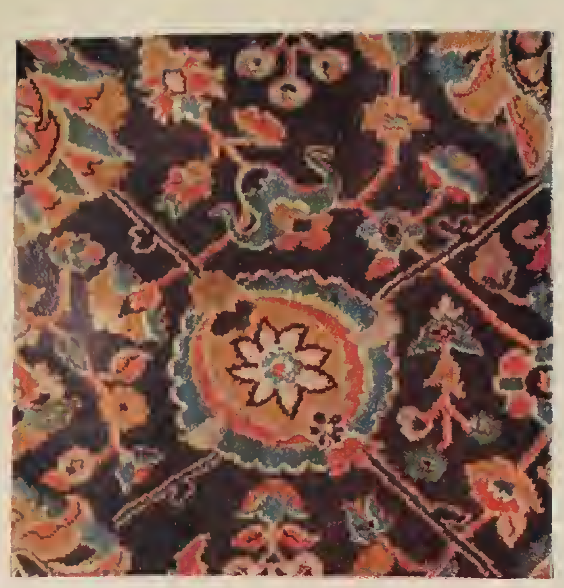


PATTERN 3768-A
Made in 3/4

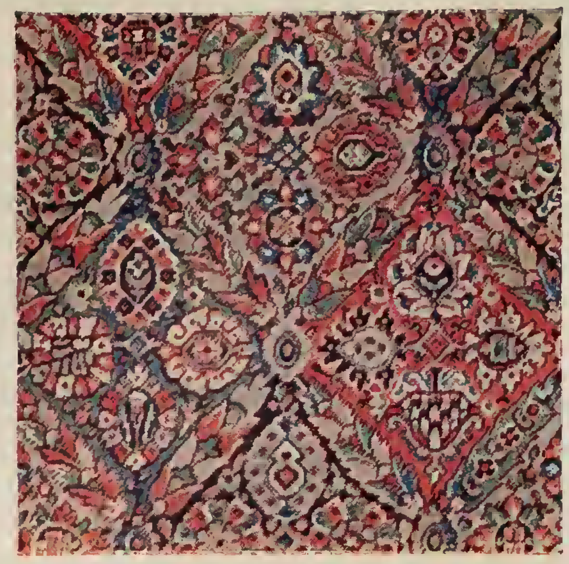


PATTERN 3769-T
Made in 3/4

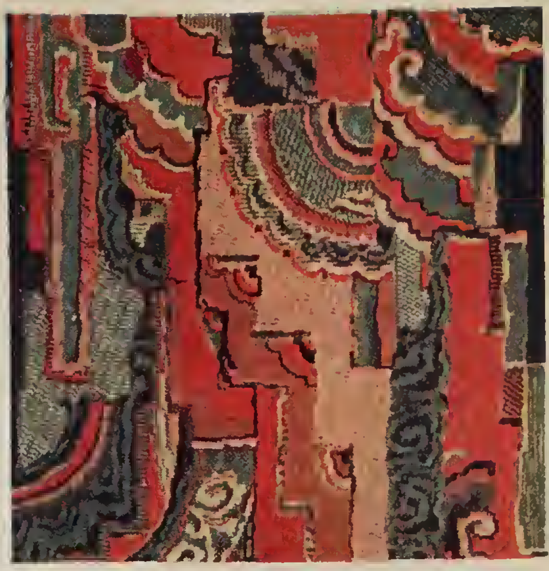
# Mohawk Saxony



**PATTERN 19-E**
Made in 3/4

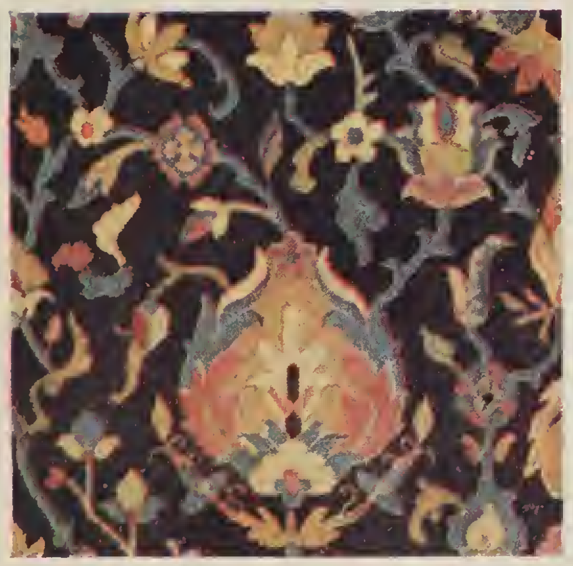


**PATTERN 90-H**
Made in 3/4

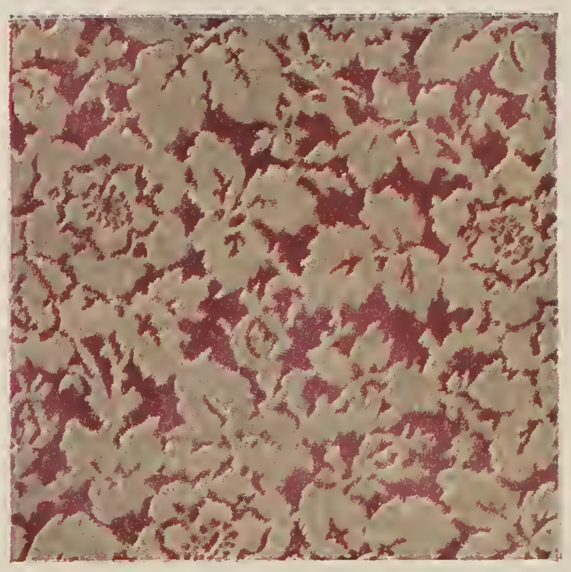


**PATTERN 89-K**
Made in 3/4

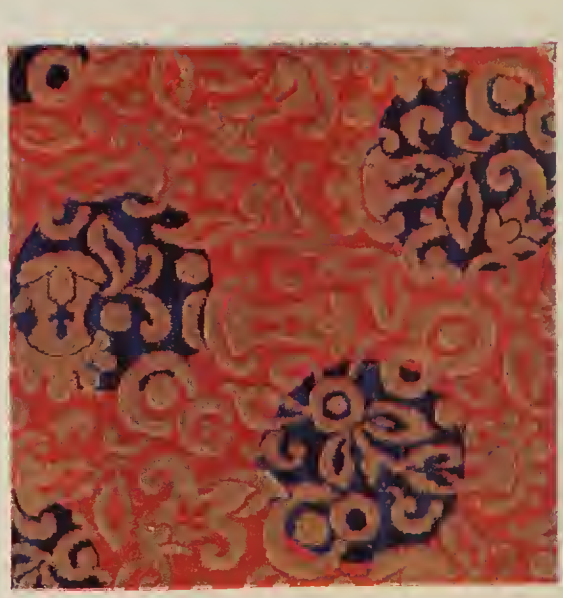
# Gordon Wilton



**PATTERN 316-E**
Made in 3/4

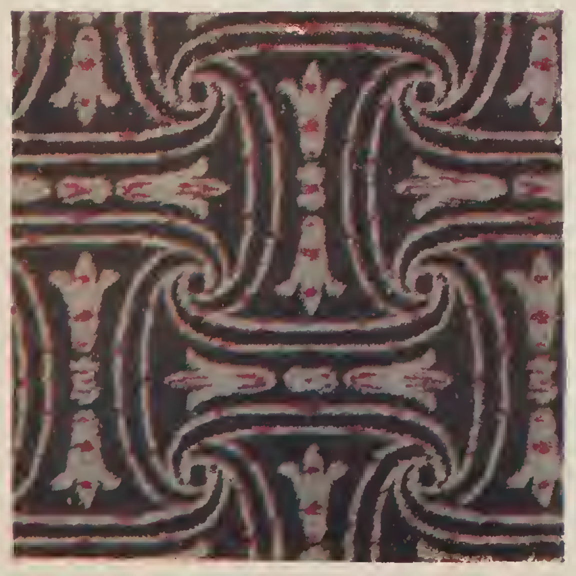


**PATTERN 364-R**
Made in 3/4

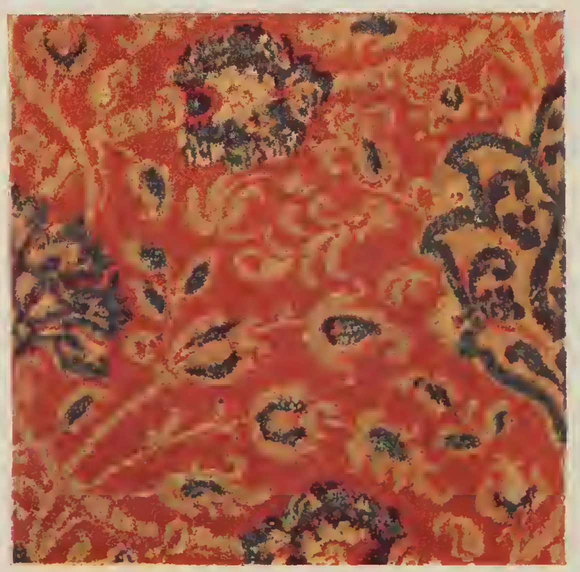


**PATTERN 396-K**
Made in 3/4

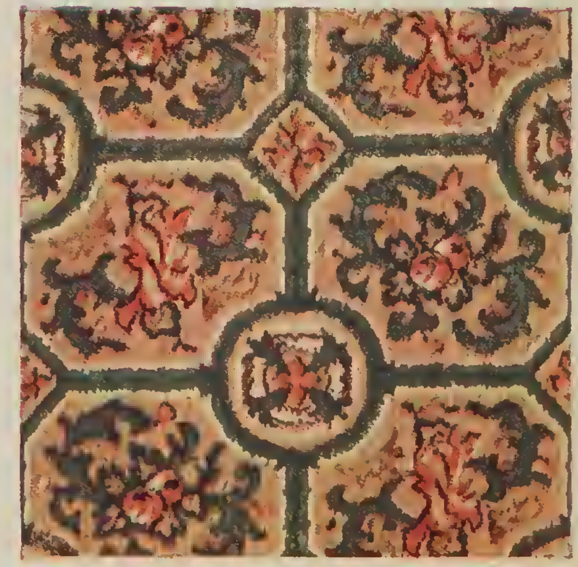
# Scotia Velvet



**PATTERN 1708**
Made in 3/4

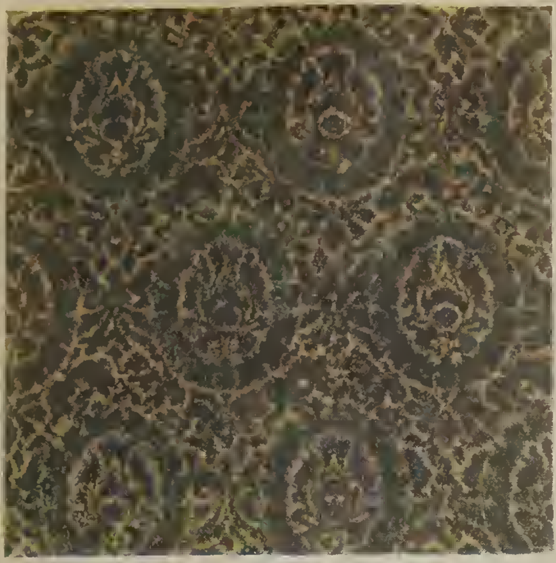


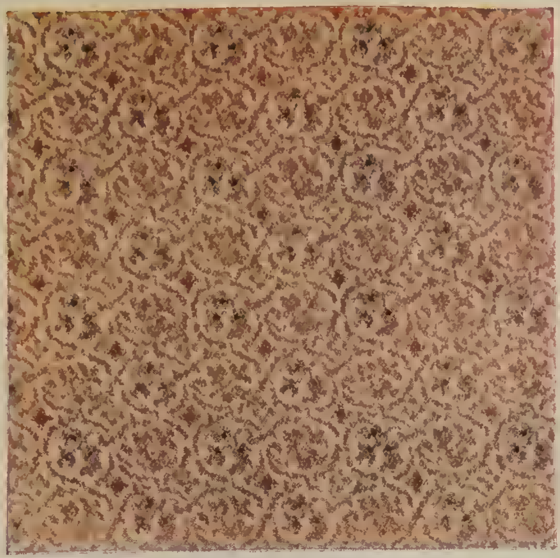
**PATTERN 1709**
Made in 3/4

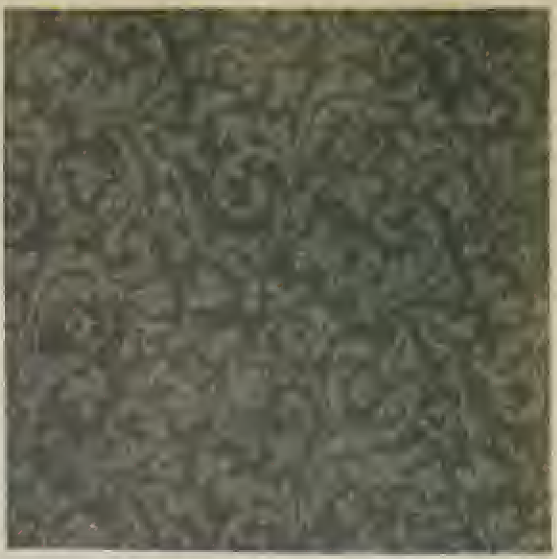


**PATTERN 1703**
Made in 3/4

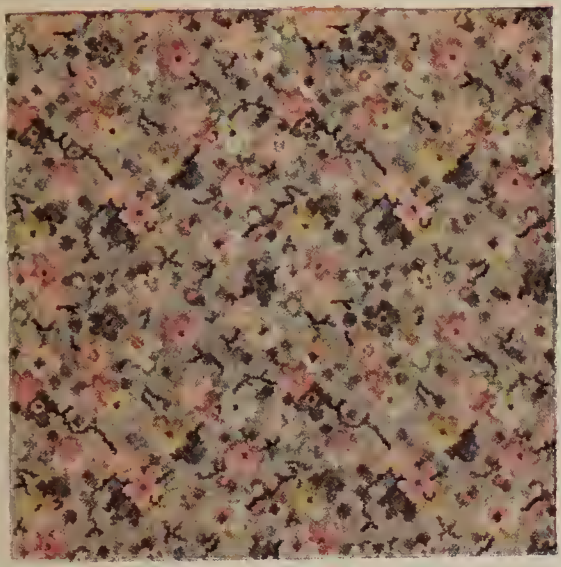
# Brocade Axminster

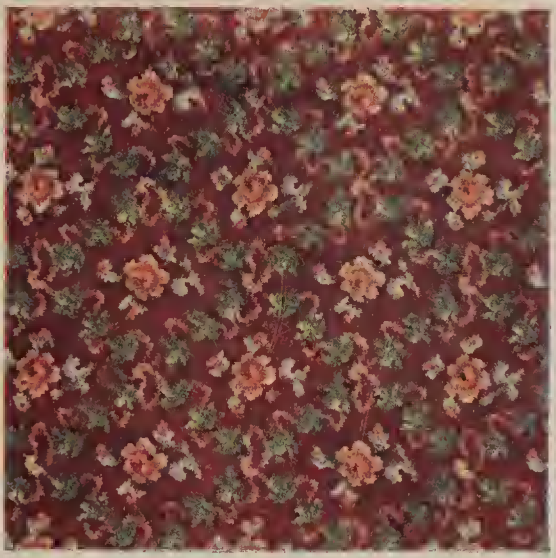

**PATTERN 7705**
Made in 3/4

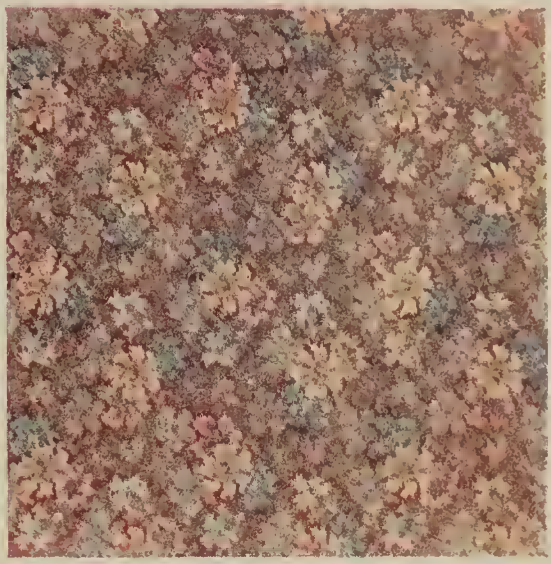

**PATTERN 7711**
Made in 3/4

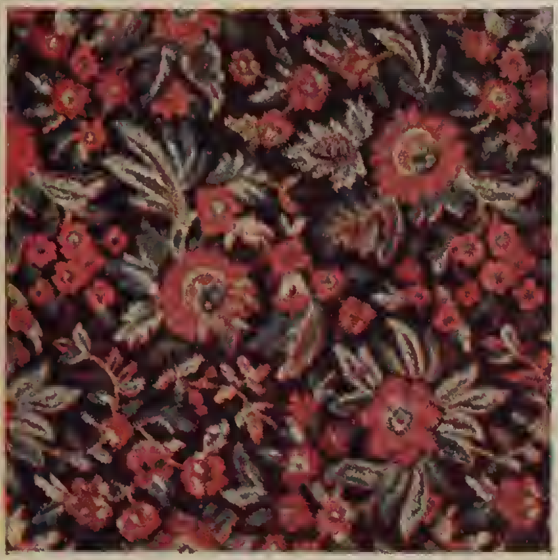

**PATTERN 7700**
Made in 3/4

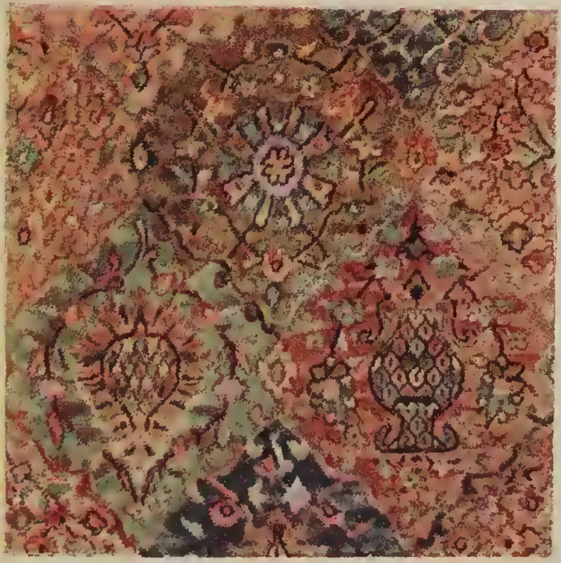
# Tampa Axminster

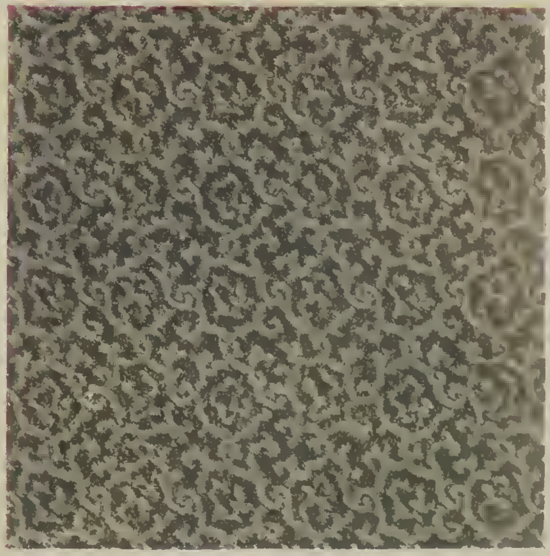

**PATTERN 6605**
Made in 3/4


**PATTERN 6677**
Made in 3/4

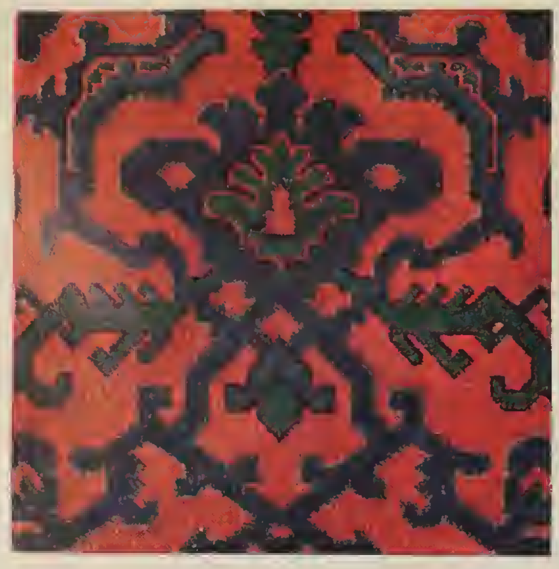

**PATTERN 6678**
Made in 3/4


**PATTERN 6675**
Made in 3/4

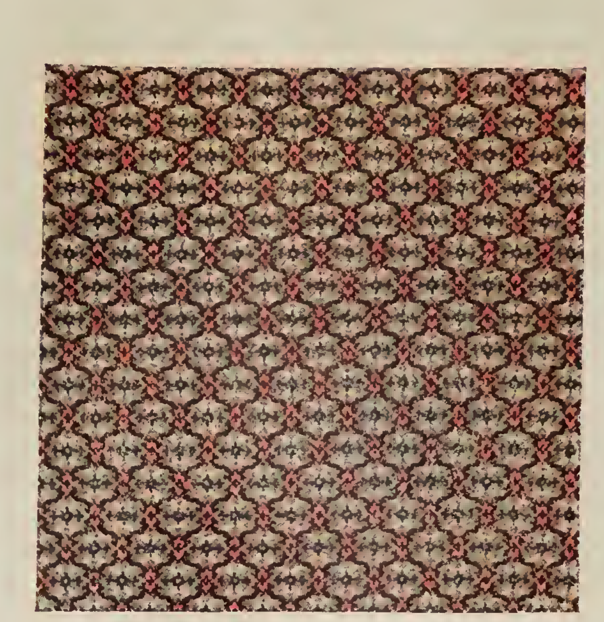

**PATTERN 6669**
Made in 3/4


**PATTERN 6683**
Made in 3/4

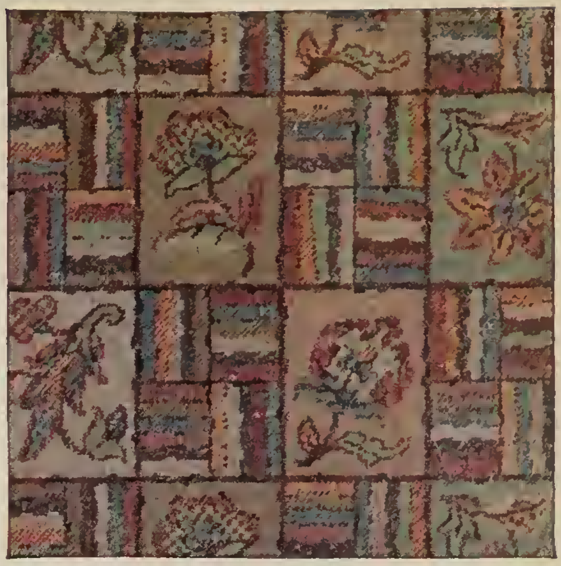
# Hard Service Axminster



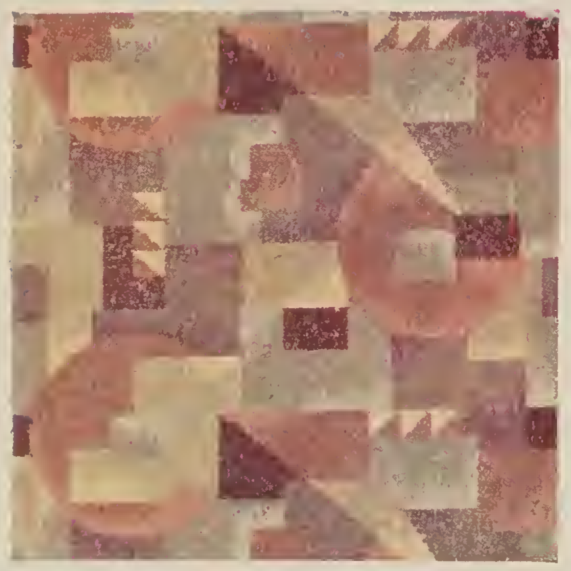
PATTERN 100
Made in
3/4 4/4



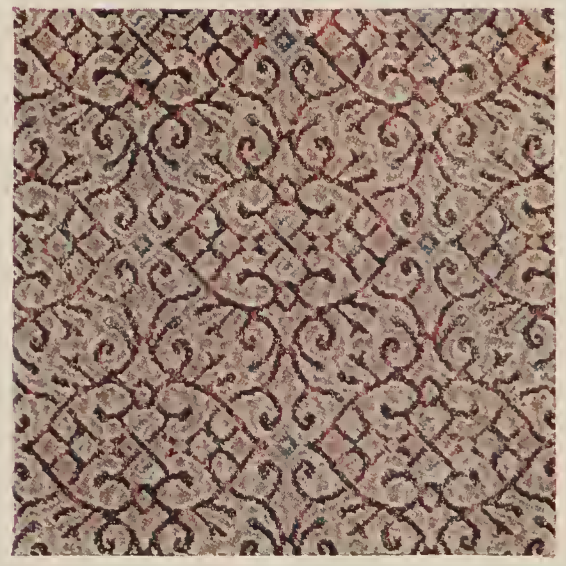
PATTERN 287
Made in 3/4



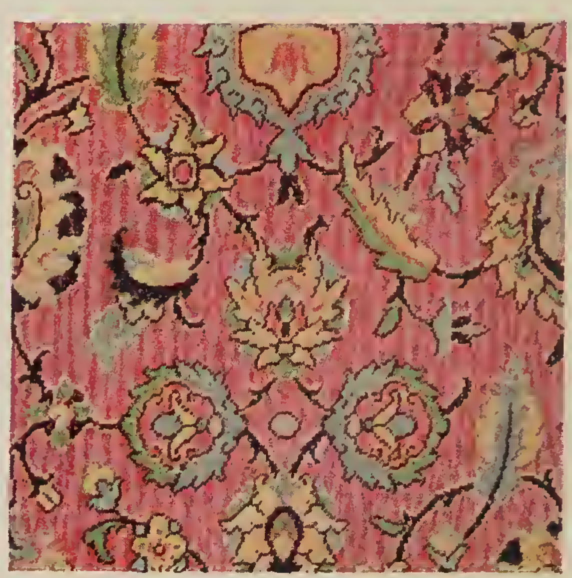
PATTERN 2334
Made in 3/4



PATTERN 2340
Made in
3/4 4/4

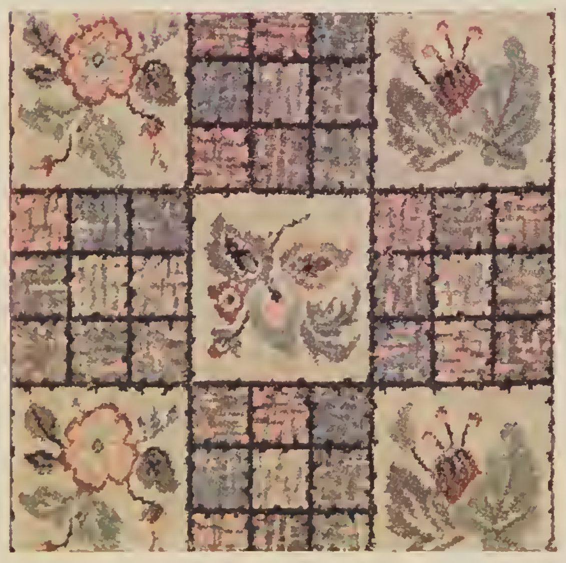


PATTERN 283
Made in
3/4 4/4

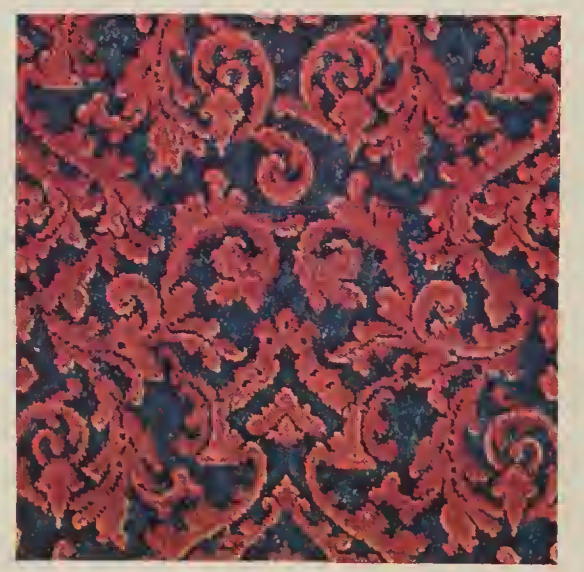


PATTERN 2349
Made in
3/4 Body 6/4 Stair 4/4 Stair

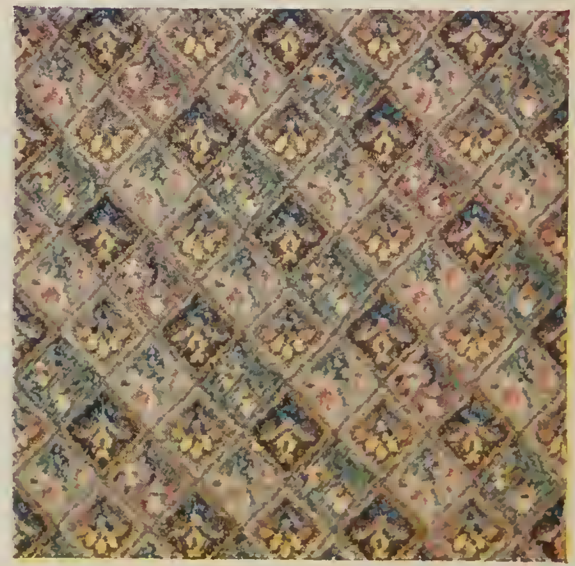
# Columbian Axminster



PATTERN 5354
Made in 3/4

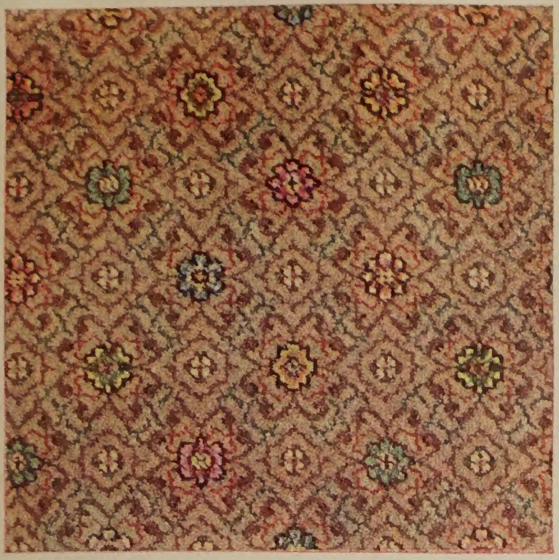


PATTERN 5305
Made in 3/4

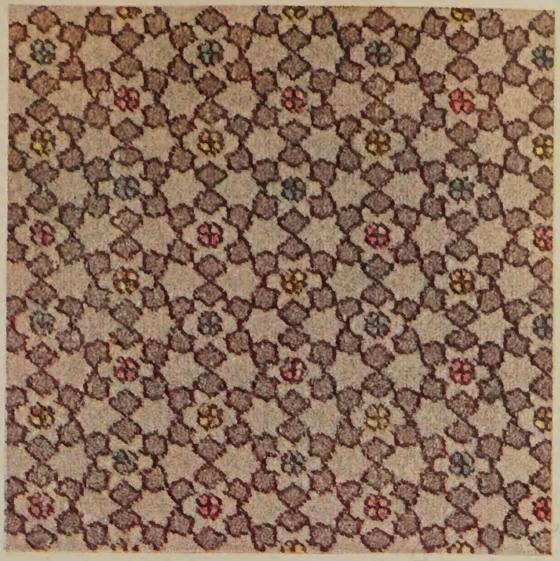


PATTERN 5349
Made in 3/4

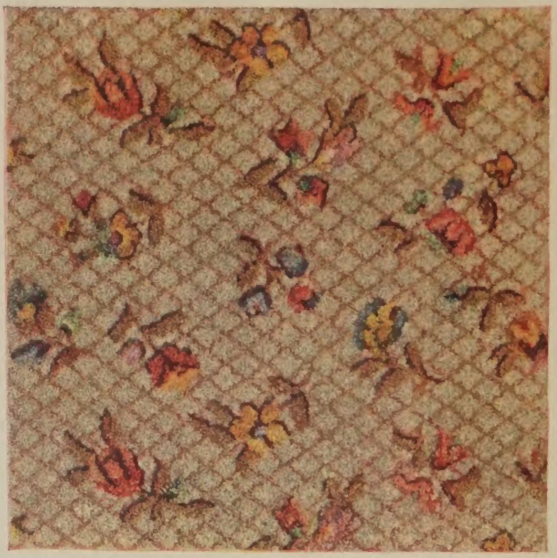
# Columbian Axminster



PATTERN 5373
Made in 3/4

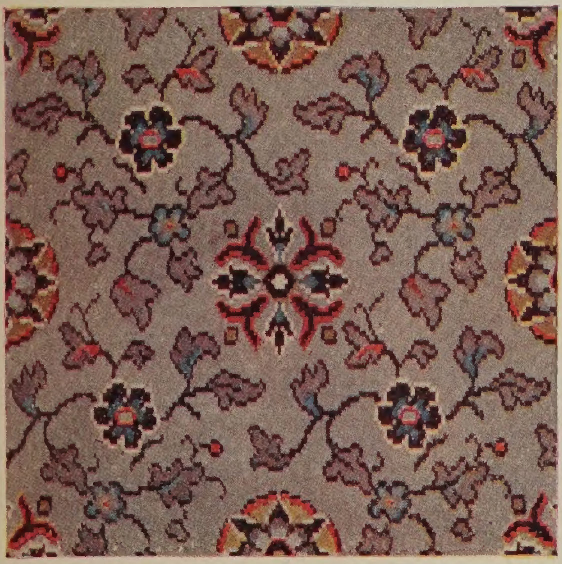


PATTERN 5379
Made in 3/4

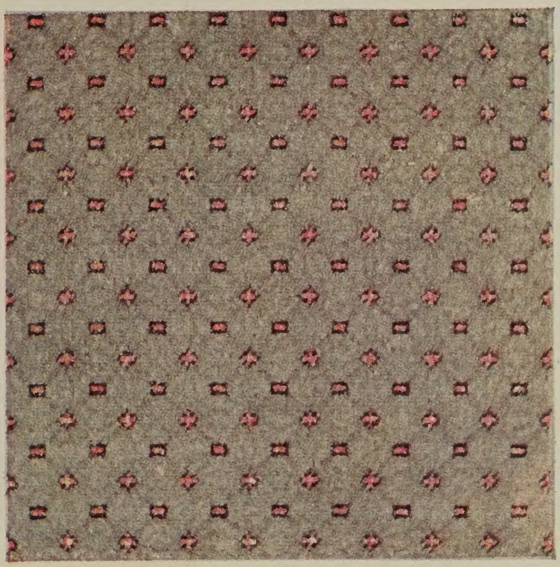


PATTERN 5362
Made in 3/4

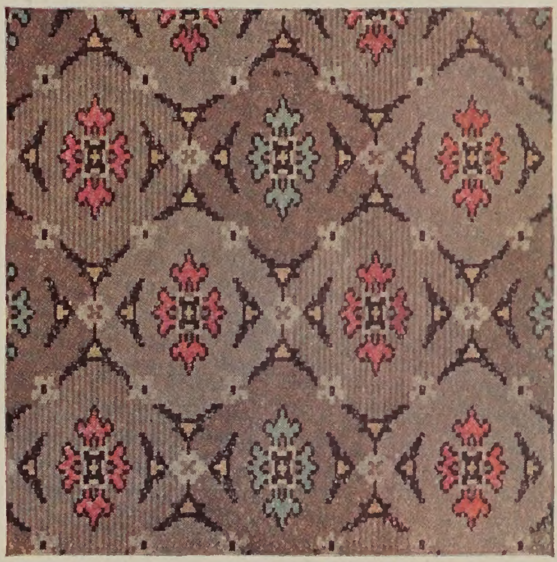
# Catskill Axminster



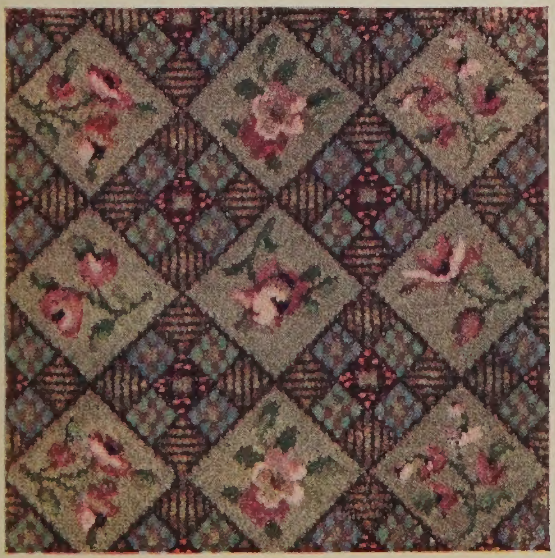
PATTERN 1411
Made in 3/4



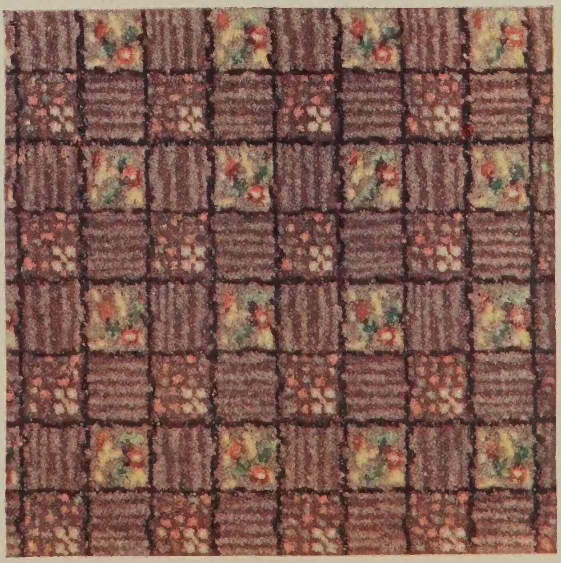
PATTERN 1405
Made in 3/4



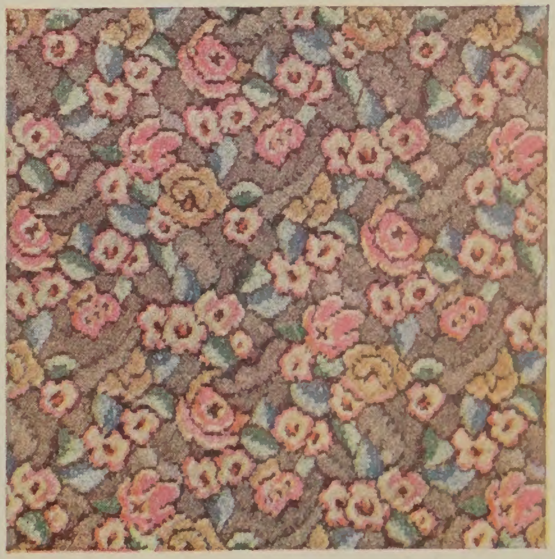
PATTERN 1407
Made in 3/4



PATTERN 1419
Made in 3/4



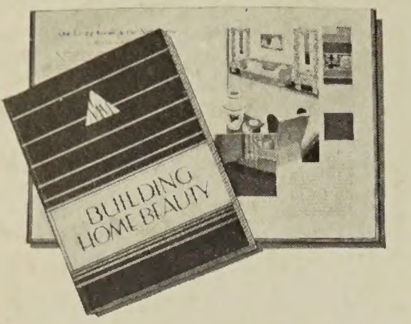
PATTERN 1420
Made in 3/4



PATTERN 1418
Made in 3/4

# Mohawk Sales Helps

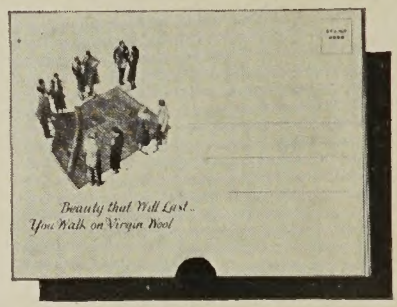
## Building Home Beauty



This book, specially written by Lucy D. Taylor, acknowledged expert in problems of interior decoration, is offered in reasonable quantities to dealers who wish to issue mailings to a selected list of prospects. It is readable, practical and authoritative. Illustrated in full color, it will be preserved in the home as a guide book. Many thousands of women have already taken the trouble to send for a copy in response to mention of the book in Mohawk's national advertising. It is therefore a book with a **tested** appeal.

## Royal Caliph and Viceroy Folder

This folder, one of the latest Mohawk publications, describes in detail, yet in popular, understandable language, the construction of Mohawk's two series of American-Orientals. There is a pocket in the folder for the insertion of color cards of the particular patterns in the **Royal** Caliph and Viceroy which your department is offering. The folder, with the proper color cards, may be had in quantities sufficient for sending out to your American-Oriental prospects.



## An Attractive Envelope Stuffer

For purposes of generalized mailing Mohawk offers its dealers without cost an attractive folder printed in full color. This envelope stuffer will serve admirably for inserting in monthly statements and for a general counter or department piece to hand out to shoppers actually looking at rugs or passing through the department. It tells an adequate story of Mohawk fabrics, of your stock and how these fabrics can serve the woman of today.

## Newspaper and Window Display Service

Mohawk offers these two services without charge to all dealers. The matrix service consists of a score or more of effectively designed ready-prepared newspaper advertisements, with cuts and full copy. The subjects embrace every seasonal offering and special sale event in the retailing calendar and take up as well, one by one, the various fabrics that dealers stock. Seasonal broad-sheets, containing specimen reprints of these mats, will be sent to dealers.

A series of colorful and freshly designed window display streamers, pennants and posters comprises the window display service. Among them are specimens relating, as in the case of the mat service, to every occasion on the retail rug selling calendar. These are also ordered from specimen sheets which will be sent to dealers on request.